

APR -3 1925

Washington, D. C.

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Washington, D. C.

Dear Sir:

I herewith respectfully request the return of the following  
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Sackcloth and Scarlet - 7 reels  
The Goose Hangs High - 6 reels  
The Dressmaker from Paris - 8 reels

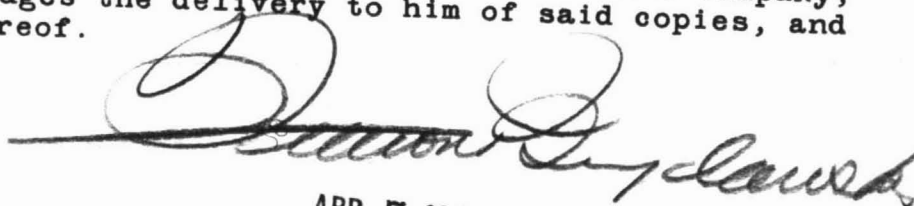
Respectfully,

FULTON BRYLAWSKI

The Famous Players Lasky Corporation  
hereby acknowledges the receipt of two copies each of the  
motion picture films deposited and registered in the Copyright  
Office as follows:

<u>Title</u>	<u>Date of Deposit</u>	<u>Registration</u>
Sackcloth and Scarlet	4-3-25	©CIL 21318
The Goose Hangs High	"	©CIL 21319
The Dressmaker from Paris	"	©CIL 21320

The return of the above copies was requested by the said  
Company, by its agent and attorney on the 3rd day of  
April, 1925 and the said Fulton Brylawski for himself, and as  
the duly authorized agent and attorney of the said Company,  
hereby acknowledges the delivery to him of said copies, and  
the receipt thereof.



APR 7 1925

APR -3 1925

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THE DRESSMAKER FROM PARIS ✓

Photoplay in eight reels

~~Screen play~~  
Screen play by Adelaide Heilbron

Author of the Photoplay (under section 62)  
Famous Players Lasky Corporation of U.S.

"The Dressmaker from Paris" Is 8 Reels—7080 Feet Long

PARAMOUNT

# PRESS

Adolph Zukor and Jesse L. Lasky

A PAUL BERN Production

"The Dressmaker from Paris"

with Leatrice Joy, Ernest Torrence

and the Fourteen International Beauty Models

By Adelaide Heilbron and Howard Hawks

Screen play by Adelaide Heilbron

A Paramount Picture

PURPOSE: To Help You Sell the Picture

## DAZZLING GOWNS AND WORLD'S FASHIONS "THE DRESSMAKER FROM PARIS"

©CIL 21320

### FILM FACTS

#### Featured

Leatrice Joy, Ernest Torrence, of "Peter Pan," "The Covered Wagon" and others. Torrence has a fine comedy role in this one. Allan Forrest and Mildred Harris are also well cast.

#### Producer

Paul Bern, director of "Open All Night" and "Worldly Goods." This picture shows you the real Bern directing genius.

#### Co-Authors

Adelaide Heilbron and Howard Hawks, Paramount scenarists. "The Dressmaker from Paris" was written directly for the screen.

#### Scenarist

Adelaide Heilbron, who wrote the screen play, "New Lives for Old."

#### Type of Story

Charmingly romantic love story of a little French shop-girl, who becomes one of Paris' foremost designers of gowns.

A romance which begins in the French capital in the war shrouded days of 1918, extends across the sea after intervening years and culminates in a little town in midwest America.

Highlighted by some wondrous scenes of girls and gowns logically introduced into the various sequences.

#### Cameraman

Bert Glennon. If such a thing is possible, he has outdone even his fine work in "The Ten Commandments."

#### Appeal

"The Dressmaker from Paris" has a hundred selling angles, and it will live up to every one of them!

It has Leatrice Joy, Ernest Torrence and fourteen international Beauty Models—and what gowns! It's a picture that women will revel in, and you can rest assured that the men will manage to find their way down to your theatre during its run, too.

#### The High Spots

You know how the world famous beauty models have been pounded in advance, but if ten times the amount of publicity was used up in telling of their beauty and charm it would all be too little.

The gowns in this production fairly outsmart Paris. Each girl has four or five changes, totalling more than sixty distinctive gowns.



Ernest Torrence in  
"The Dressmaker from Paris"  
A Paramount Picture  
Production Mat IPA

### "Dressmaker From Paris" Due Here

Leatrice Joy, Ernest Torrence  
in Paramount Picture

(Synopsis Story)

THE unusual combination of human interest and rare, dazzling beauty is found in "The Dressmaker from Paris," a Paul Bern production for Paramount featuring Leatrice Joy and Ernest Torrence which comes to the..... Theatre next.....

The story opens in Paris in 1918 with Billy Brent, young American officer, and Fifi, a little errand girl, parted after a few hours' acquaintance which was time enough for them to fall in love. They are parted when Brent is summoned to the front.

They meet again in the spring of 1925 in a middle west town, where Brent is junior partner to Angus McGregor in the Emporium department store. Billy, progressive, brings to the Emporium Madame Louise, who has just staged a successful fashion show in Chicago. (In reality she is Fifi, now highly successful but with a notorious reputation, entirely manufactured by her press agent).

### Ernest Torrence Also in With Great Exploitation

Fashion Show of Latest Gowns  
French Modiste Who Scandalized  
Town in this New Paris

THE "Dressmaker from Paris" is not JUST a picture, it is the made "Open All Night" and "Worldly Goods." It marks the first time you can let it sink deep down that Miss Joy is an actress who wins.

As Fifi, the little errand girl of the Paris shop, most famous creator of fashions, Miss Joy gives to the screen the many fine characterizations.

When you talk this picture you can talk about the face, for they will live up to everything big you put there and the limit on these glorified girls for every one—and the eyes. And when you get them all together!

ERNEST Torrence, of "Covered Wagon" and "Peter Pan" fame, is featured at the head of the supporting cast. He plays the role of a Scotch department store owner with moths in his pocket-book.

Torrence is Scotch, a wonderful character actor, has a great role in this picture, likes it better than any part he's ever played and—that's that.

The combination of girls and gowns is going to make people come twice to see this—for you can't see all of it the first time.

The plot: Leatrice Joy, as we first see her, is Fifi, a tom-boy errand girl in a smart French modiste shop. She falls in love with an American army officer. He goes to the front; she enters and wins a contest which enables her to study designing.

### Leatrice Joy Back In New Paramount

Star in "The Dressmaker from Paris" at the Rialto

LEATRICE JOY returns to the screen at the ..... Theatre on ..... as "The Dressmaker from Paris" in the Paul Bern-Paramount production by that name. Ernest Torrence is included in support. The cast includes Allan Forrest, leading man; Mildred Harris and fourteen International Beauty Models.

The story opens in Paris at the outset of the World War and has to do with a little French mid-nette, who becomes a prominent designer.

As Fifi, Leatrice Joy has her first screen role in almost a year. Torrence plays a Scotch department store's proprietor—a comedy part. The star meets and falls

FIFI .....

Angus McGregor

Billy Brent.....

Joan McGregor.....

Allan Stone.....

Mayor.....

Mayor's daughter.....

Jim .. Freckle-face.....

CA

little French girl who becomes famous "Dressmaker from Paris" ..... her Scotch department store proprietor of his own ..... first an American in France who with Fifi, the then a junior McGregor's store again meets the name as the "Dressmaker" engaged to Brent's ideas of new sales in the Emporium. t..... mischief making TEEN MODE



# SHEET

Adolph Zukor and Jesse L. Lasky present

A PAUL BERN Production  
"The Dressmaker from Paris"

with Leatrice Joy, Ernest Torrence  
and the Fourteen International Beauty Models

By Adelaide Heilbron and Howard Hawks  
Screen play by Adelaide Heilbron

A Paramount Picture

To Help You Sell the Picture to the Public.

## WORLD'S MOST BEAUTIFUL GIRLS IN "THE DRESSMAKER FROM PARIS", FEATURING LEATRICE JOY

Also in Big Special Picture  
Great Exploitation Chances

Latest Gown Combined with Love Story of  
Who Scandalizes an American Small  
this New Paul Bern Production

"Paris" is not JUST a picture. Produced by Paul Bern, who  
"Worldly Goods," it is the smartest production that has  
year. It marks the return of Leatrice Joy to the screen, and  
that Miss Joy is an inspired actress in this picture.  
girl of the Paris shop who wins a contest and becomes a famous  
gives to the screen the most fascinating role in her career of

are you can talk about its beautiful girls till you're blue in the  
everything big you promise for them in advance. You can go  
girls for every one—and there are fourteen of them—is easy on  
them all together!

red Wagon" and  
red at the head of  
the role of a Scotch  
both in his pocket-

The Captain is now junior partner in a big depart-  
ment store. As an advertising scheme he sends  
for Madame Louise, who has given a big fashion  
show in a nearby city.

It develops that Madame Louise is none other  
than Fifi, and the young fellow forgets all about  
his being engaged to the boss's daughter, so glad  
is to see her again.

There are complications, laughs and loads of  
entertainment.

Allan Forrest, leading man, is a mighty fine ap-  
pearing chap. Mildred Harris and all the others  
he cast, too, are prime favorites with the fans.  
The Dressmaker from Paris" was written espe-  
cially for the screen by Adelaide Heilbron and  
Howard Hawks, Adelaide Heilbron writing the  
screen play.

Here's a picture that shows Paul Bern at his  
best—and that's going to be!



Leatrice Joy in  
"The Dressmaker from Paris"  
A Paramount Picture

Production Mat 1PB

### Beautiful Girls and Gowns in Picture

"Dressmaker from Paris" a  
Real Fashion Show

(Synopsis Story)

AN opportunity to display on  
the screen the world's four-  
teen most beautiful girls is pro-  
vided by "The Dressmaker from  
Paris," the colorful Paramount  
picture marking Leatrice Joy's  
return to the screen.

In the story Billy Brent, a young  
American officer, meets and falls  
in love with Fifi (Leatrice Joy), a  
little shop girl in Paris, but a few  
hours later they are parted, when  
he is summoned to the front.

He meets her again in 1925 when,  
as junior partner in a department  
store in a small middle west city  
he brings Madame Louise, a  
"Dressmaker from Paris," who  
has held a very successful fashion  
show in Chicago, to give the same  
show at the Emporium ("Madame  
Louise" is really Miss Joy, now  
highly successful and with a noto-  
rious reputation, entirely unearned).

The fashion show, a gorgeous,  
dazzling display, with all the girls  
appearing in gowns created for  
them by a styles' expert, brought  
to Hollywood from Paris for this  
purpose. The girls forming this  
Paramount array of beautiful  
models were brought together  
during a three months' search.

When Billy and Fifi meet they  
manage to thoroughly misunder-  
stand each other.

### PUTTING IT OVER RIGHT

"The Dressmaker from Paris"  
is what might well be termed a  
combination comedy-drama and  
colorful fashion show.

If properly engineered, a fash-  
ion show is not so difficult to ar-  
range. Its success practically de-  
pends upon the cooperation given  
by local dealers. The Shop "Girl  
Cinderellas" of these stores are  
usually overjoyed at the prospects  
of participating in a fashion re-  
vue, especially if there is a prize  
awarded to the most attractive  
model.

Have a walk-way built from  
stage so that girls can descend to  
aisles and give audiences a close-  
up view.

The exhibitor gives to the mer-  
chants the loan of his lobby, pro-  
gram, screen and newspaper ad-  
vertising for advance announce-  
ment of this fashion event—and  
the merchant in turn usually of-  
fers spacious window displays and  
credit lines in his large newspaper  
ads. The various lines of merchan-  
dise to be put on display are:  
cloaks, suits, dresses, gowns, sport  
skirts, lingerie, millinery, hosiery,  
shoes, cosmetics, hand bags, hair  
ornaments, jewelry, parasols,  
scarfs, sweaters, novel accessories  
and so forth.

Style dummies for your lobby.

Each dummy completely costumed  
and carrying a placard announ-  
cing the dealer supplying the out-  
fit.

Erect a temporary elevated plat-  
form in your outer lobby and have  
models pose upon it to attract  
passers-by.

Get out a Fashion Revue Invi-  
tation. This gets away from the  
old, cold, cut-and-dried announce-  
ment. Plant them in the shops of  
the dealers, who are in with you  
in putting the picture across.  
Have them send them out to their  
patrons.

Special fashion program—twelve  
pages—four colors throughout. Use  
them. See full details inside.

Send your patrons dress pat-  
terns with the compliments of  
"The Dressmaker from Paris."

Identification stunt: "THE  
DRESSMAKER FROM PARIS"  
will be in.....'s department

### CAST

FIFI .....

Little French modiste shop  
girl who becomes the fa-  
mous "Dressmaker from  
Paris" ..... LEATRICE JOY

Angus McGregor .....

Scotch department  
store proprietor with ideas  
of his own on salesmanship... Ernest Torrence

Billy Brent .....

First an American captain  
in France who falls in love  
with Fifi, the shop girl;  
then a junior partner in  
McGregor's store, where he  
again meets the girl—this  
time as the "Dressmaker." .... Allan Forrest

Joan McGregor .....

Engaged to Billy but in  
love with Stone..... Mildred Harris

Allan Stone .....

Store manager who shares  
Brent's ideas on introduc-  
ing new sales methods in  
the Emporium..... Larry Gray

Mayor .....

Charles Crockett

Mayor's daughter .....

Rosemary Cooper

Jim .....

Ereckle-faced mischief maker ..... "Spec" O'Donnell



## Producer

Paul Bern, director of "Open All Night" and "Worldly Goods." This picture shows you the real Bern directing genius.

## Co-Authors

Adelaide Heilbron and Howard Hawks, Paramount scenarists. "The Dressmaker from Paris" was written directly for the screen.

## Scenarist

Adelaide Heilbron, who wrote the screen play, "New Lives for Old."

## Type of Story

Charmingly romantic love story of a little French shop-girl, who becomes one of Paris' foremost designers of gowns.

A romance which begins in the French capital in the war shrouded days of 1918, extends across the sea after intervening years and culminates in a little town in midwest America.

Highlighted by some wondrous scenes of girls and gowns logically introduced into the various sequences.

## Cameraman

Bert Glennon. If such a thing is possible, he has outdone even his fine work in "The Ten Commandments."

## Appeal

"The Dressmaker from Paris" has a hundred selling angles, and it will live up to every one of them!

It has Leatrice Joy, Ernest Torrence and fourteen international Beauty Models—and what gowns! It's a picture that women will revel in, and you can rest assured that the men will manage to find their way down to your theatre during its run, too.

## The High Spots

You know how the world famous beauty models have been pounded in advance, but if ten times the amount of publicity was used up in telling of their beauty and charm it would all be too little.

The gowns in this production fairly outsmart Paris. Each girl has four or five changes, totalling more than sixty distinctive gowns without mentioning the gorgeous display of lingerie, wraps, boudoir gowns and what have you.

The outfits worn by "The Dressmaker" herself, the gorgeous, vivacious Leatrice Joy, will knock your eyes out unless you get all set for the pleasant shock in advance.

You have seen many fashion shows on the screen and stage but you will be forced to admit that you have never yet come across one with the class, the artistry, the smartness, the Frenchness and the selling values as this one.

Then there are the scenes on the Rue de Rivoli. Bern has certainly turned the trick here. Not a bit of necessary atmosphere is lacking.

The clever handling of the big parade scene, when Fifi and her models arrive in the small town with the typical small town reception committee on guard is well worth seeing.

The miniature theatre built in the department store for the fashion show is a pippin.

And the suspense worked up in the final scenes and the unexpected climax gives the story a real punch.

Special mention might be made of the Ben Ali Haggin tableau scenes with Miss Joy and her models. These shots stand with anything Ziegfeld or any other purveyor of pulchritude has ever done.



Ernest Torrence in  
"The Dressmaker from Paris"  
A Paramount Picture  
Production Mat IPA

## "Dressmaker From Paris" Due Here

Leatrice Joy, Ernest Torrence  
in Paramount Picture

## (Synopsis Story)

THE unusual combination of  
human interest story and rare

beauty is found in "The Dressmaker from Paris," a Paul Bern production for Paramount featuring Leatrice Joy and Ernest Torrence which comes to the..... Theatre next.....

The story opens in Paris in 1918 with Billy Brent, young American officer, and Fifi, a little errand girl, parted after a few hours' acquaintance which was time enough for them to fall in love. They are parted when Brent is summoned to the front.

They meet again in the spring of 1925 in a middle west town, where Brent is junior partner to Angus McGregor in the Emporium department store. Billy, progressive, brings to the Emporium Madame Louise, who has just staged a successful fashion show in Chicago. (In reality she is Fifi, now highly successful but with a notorious reputation, entirely manufactured by her press agent).

The gorgeous fashion show with the fourteen dazzling beauties is a sensational success and increases business at the Emporium immensely but the reunion of Billy and Fifi is not a happy one inasmuch as they manage to misunderstand each other thoroughly. Some of the girls are innocently involved in a roadhouse scandal and indignant townspeople determine to oust the notorious "Dressmaker from Paris" and her models. Joan, McGregor's daughter, involves herself in an indiscreet affair and is saved from disgrace by Fifi, who shoulders the blame when Joan and the man are interrupted at their tete-a-tete. This puts Fifi in an even worse light.

A mob gathers outside the hotel, ready to put "The Dressmaker" and her models out of town by force if necessary. From this point the action travels at an even faster pace on through the climax.

Ernest Torrence plays McGregor, the nickle-nursing Scotchman; Allan Forrest is cast as the American officer, Brent, and Mildred Harris is Joan.

"The Dressmaker from Paris" was written especially for the screen by Adelaide Heilbron and Howard Hawks. Miss Heilbron wrote the scenario. Others in the supporting cast include Larry Gray, Charles Crockett, Rosemary Cooper, little "Spec" O'Donnell—and the Fourteen International Beauty Models.

THE Dressmaker from Paris" is not JUST a made "Open All Night" and "Worldly Goods" graced the screen in many a year. It marks the first time you can let it sink deep down that Miss Joy is an actress who wins. As Fifi, the little errand girl of the Paris shop, most famous creator of fashions, Miss Joy gives to the screen the many fine characterizations.

When you talk this picture you can talk about the face, for they will live up to everything big you put there a the limit on these glorified girls for every one—and the eyes. And when you get them all together!

ERNEST Torrence, of "Covered Wagon" and "Peter Pan" fame, is featured at the head of the supporting cast. He plays the role of a Scotch department store owner with moths in his pocket-book.

Torrence is Scotch, a wonderful character actor, has a great role in this picture, likes it better than any part he's ever played and—that's that.

The combination of girls and gowns is going to make people come twice to see this—for you can't see all of it the first time.

The plot: Leatrice Joy, as we first see her, is Fifi, a tom-boy errand girl in a smart French modiste shop. She falls in love with an American army officer. He goes to the front; she enters and wins a contest which enables her to study designing.

## Leatrice Joy Back In New Paramount

Star in "The Dressmaker from Paris" at the Rialto

LEATRICE JOY returns to the screen at the Theatre on..... as "The Dressmaker from Paris" in the Paul Bern-Paramount production by that name. Ernest Torrence is featured in support. The cast includes Allan Forrest, leading man; Mildred Harris and fourteen International Beauty Models.

The story opens in Paris at the outset of the World War and has to do with a little French midinette, who becomes a prominent designer.

As Fifi, Leatrice Joy has her first screen role in almost a year. Torrence plays a Scotch department store's proprietor—a comedy part. The star meets and falls in love with Forrest, an American Capt. Later, as "The Dressmaker", she again meets him. He is the junior partner in Torrence's store.

Miss Harris is cast in the role of Joan McGregor, Torrence's daughter, in the production. Fifi manages to get herself into all sorts of trouble protecting this thoughtless young girl's good name.

One of the high spots in the production is a gorgeous fashion review, staged in the Emporium to stir up trade. More than sixty different gowns are shown in this scene—a real eye-filler.

Larry Gray, Charles Crockett, Rosemary Cooper, and "Spec" O'Donnell complete the cast of the production.

If there ever was a tie-up picture, this is it! There's not a reason in the world why every department store and modiste in town shouldn't be eager to come in with you to put it over right.

Get in touch with the Paramount exploiter assigned your territory. List on page 5. He has additional ideas of his own on how to advertise this production.

"The Dressmaker from Paris" is a sort of a picture that exhibitors need not go out of their way to make it a paying proposition. With a little advertising it means real money.

FIFI .....

Angus McGregor

Billy Brent.....

Joan McGregor.....

Allan Stone.....

Mayor.....

Mayor's daughter.....

Jim .. Freckle-faced

—and the FOUR

## Short Story

THE story opens in Paris, in 1918, and Billy Brent, of a package, when Billy is signing contracts, famous dressmaker Clarion, the Emporium, McGregor, daughter of a Scotchman. Billy McGregor will convenience receives glad like Brent, of old M. ovations in. ame Louise the Emporium, and r press age reputation. Clarion. shortly before that he w people's ved with p engagemen "past." of Fifi's r concerning t ses the pop account of the papers print an



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Production Mat IPB

## Beautiful Girls and Gowns in Picture

### "Dressmaker from Paris" a Real Fashion Show

(Synopsis Story)

AN opportunity to display on the screen the world's four- teen most beautiful girls is pro- vided by "The Dressmaker from Paris," the colorful Paramount picture marking Leatrice Joy's return to the screen.

In the story Billy Brent, a young American officer meets and falls

in love with Fifi (Leatrice Joy), a little shop girl in Paris, but a few hours later they are parted, when he is summoned to the front.

He meets her again in 1925 when, as junior partner in a department store in a small middle west city he brings Madame Louise, a "Dressmaker from Paris," who has held a very successful fashion show in Chicago, to give the same show at the Emporium ("Madame Louise" is really Miss Joy, now highly successful and with a noto- rious reputation, entirely unearn- ed).

The fashion show, a gorgeous, dazzling display, with all the girls appearing in gowns created for them by a styles' expert, brought to Hollywood from Paris for this purpose. The girls forming this Paramount array of beautiful models were brought together during a three months' search.

When Billy and Fifi meet they manage to thoroughly misunder- stand each other.

Two of the models are innocent- ly involved in a roadhouse scandal and the town determines to banish the dressmaker and her girls. A newspaper publishes the reports of her past life, to make matters worse.

Fifi, meanwhile, has discovered that Jean, daughter of Angus Mc- Gregor (Ernest Torrence), senior partner of the Emporium, is im- prudently dining alone with a citi- zen of doubtful character. She goes to send the girl home and a few minutes after Joan's depart- ure the deputation arrives and Fifi shoulders the blame.

The mob that has gathered out- side the hotel learns of the situa- tion and determines to seize the undesirables and forcibly oust them from the town. The real action of this Paul Bern produc- tion begins here. The picture opens at the.....Theatre.

demand an explanation of McGregor. A deputation starts for Fifi's hotel, to oust her and the girls.

Fifi, meanwhile, has discovered that Joan McGregor is imprudent- ly dining with the Emporium manager. She goes to send the girl home. The deputation arrives at the hotel and is sent to the man- ager's room by one of the manikins, who thinks they will find Joan there, which will lead to the breaking of her and Brent's engagement and to his and Fifi's happiness. However, when they reach the apart- ment, Fifi hides the girl and lets them think she has been there alone with the manager. When the deputation leaves, McGregor, recogniz- ing a wrap of his daughter's, drags Joan from her hiding place.

McGregor, his stern sense of justice aroused by Joan's tale and the discovery of the fictitiousness of Fifi's "past", intervenes, tells the whole story, and the mob disperses.

Fifi and Billy are finally reunited, and we are given to understand that there is hope for the future happiness of Joan and the manager.

It property engineered, a fash- ion show is not so difficult to ar- range. Its success practically de- pends upon the cooperation given by local dealers. The Shop "Girl Cinderellas" of these stores are usually overjoyed at the prospects of participating in a fashion re- vue, especially if there is a prize awarded to the most attractive model.

Have a walk-way built from stage so that girls can descend to aisles and give audiences a close- up view.

The exhibitor gives to the mer- chants the loan of his lobby, pro- gram, screen and newspaper ad- vertising for advance announce- ment of this fashion event—and the merchant in turn usually of- fers spacious window displays and credit lines in his large newspaper ads. The various lines of merchan- dise to be put on display are: cloaks, suits, dresses, gowns, sport skirts, lingerie, millinery, hosiery, shoes, cosmetics, hand bags, hair ornaments, jewelry, parasols, scarfs, sweaters, novel accessories and so forth.

Style dummies for your lobby.

Each dummy completely costumed and carrying a placard announ- cing the dealer supplying the out- fit.

Erect a temporary elevated plat- form in your outer lobby and have models pose upon it to attract passers-by.

Get out a Fashion Revue Invi- tation. This gets away from the old, cold, cut-and-dried announce- ment. Plant them in the shops of the dealers, who are in with you in putting the picture across. Have them send them out to their patrons.

Special fashion program—twelve pages—four colors throughout. Use 'em. See full details inside.

Send your patrons dress pat- terns with the compliments of "The Dressmaker from Paris."

Identification stunt: "THE DRESSMAKER FROM PARIS" will be in.....'s department store on..... morning at .... o'clock. To the first....persons identifying her two free tickets to the Paramount picture by that name at the..... Theatre will be given."

How about an automobile fash- ion parade like the one in the pic- ture! Models in decorated ma- chines, etc.

Teaser: "Why should Main Street visit Paris when THE DRESS- MAKER FROM PARIS is coming to Main Street?"

Speaking of novelties. Have you seen the illustration of the herald on this picture?

For a street stunt—Chic, Frenchy looking girl carrying a hat-box with the title on it.

(Continued on Page 5)

## CAST

FIFI..... Little French modiste shop girl who becomes the fa- mous "Dressmaker from Paris".....LEATRICE JOY  
Angus McGregor..... Your Scotch department store proprietor with ideas of his own on salesmanship...Ernest Torrence  
Billy Brent..... First an American captain in France who falls in love with Fifi, the shop girl; then a junior partner in McGregor's store, where he again meets the girl—this time as the "Dressmaker.".....Allan Forrest  
Joan McGregor..... Love with Stone.....Mildred Harris  
Allan Stone..... Store manager who shares Brent's ideas on introduc- ing new sales methods in the Emporium.....Larry Gray  
Mayor..... Charles Crockett  
Mayor's daughter..... Rosemary Cooper  
Jim .. Freckle-faced mischief maker ..... "Spec" O'Donnell  
—and the FOURTEEN INTERNATIONAL BEAUTY MODELS!

## Short Synopsis

THE story open Paris, in 1918. We see the meeting of Fifi, a little midinette, and Billy Brent, a young American army cap- tain, through the loss of a package. It is a case of love at first sight, and they are parted vhen Billy is summoned to the front. The girl intends to enter a des- gning contest, the prize of which is training in the establishment of a famous dressmaker.

The scene shifts to Clarion, Illinois. It is the Spring of 1925. The Emporium, the town's leading store. He McGregor, daughter of the senior partner, Angus schman. Billy tries to introduce modern meth- ds in the store but McGregor will not allow it. Joan's engagement is more a matter of convenience than of real affection. Neither of them is in love. She receives gladly the advances of the manager of the Emporium, who, like Brent, wants to introduce modern ideas in the establishment.

During the absence of old McGregor on a business trip Brent introduces radical inn- ovations in the store and at the manager's sug- gestion invites a Mac- dame Louise, a "Dressmaker from Paris," to give a fashion show at the Emporium. (Madame Louise is really Fifi, ow extremely succes- ful, and with quite a notorious reputation, r press agent's imagination). Brent has heard of Madame Louise's reputation from the manager but thinks the fews will not reach Clarion.

McGregor returns shortly before Fifi's arrival and is furious but allows it to be thought t that he was the originator of the idea, when he meets with the tow- nspeople's approval. The "Dressmaker" and her manikins are rece- ved with pomp, and Billie, delighted at seeing Fifi again, forgets his en- gagement. Fifi soon learns of it. Brent is upset at her supposed "past." They manage to misunderstand one another thoroughly.

The next night tw- o of Fifi's manikins are innocently involved in a roadhouse scandal c- concerning the death of a young Clarion scala- ses the populace against the 'foreign' women, account of Fifi's past, and prominent citizens



# "The Dressmaker from Paris" EVERYTHING TO HELP YOU

"If It's Worth Running, It's Worth Winning"

## "THE DRESSMAKER FROM PARIS"

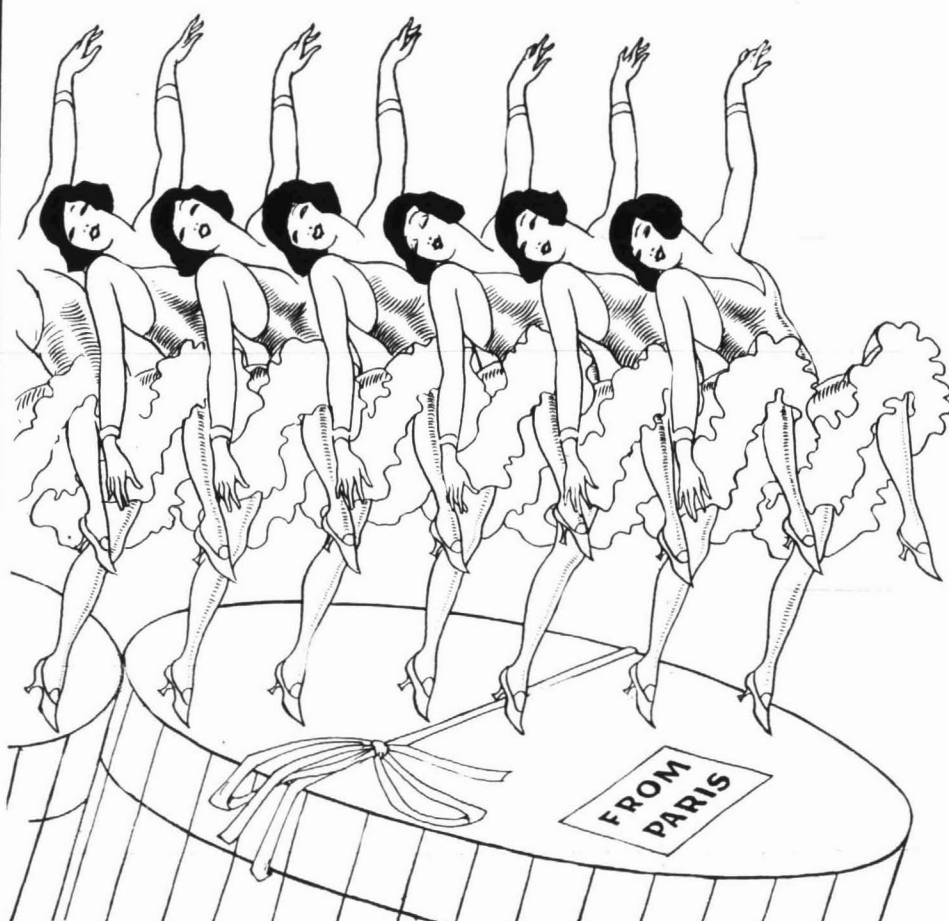
A  
PAUL BERN  
PRODUCTION

by  
ADELAIDE HEILBRON  
AND HOWARD HAWKS  
SCREEN PLAY BY  
ADELAIDE HEILBRON  
PRESENTED BY  
ADOLPH ZUKOR & JESSIE L. LASKY



with  
LEATRICE JOY  
ERNEST TORRENCE  
and  
THE FOURTEEN  
INTERNATIONAL  
BEAUTY MODELS

A Paramount Picture



Meet  
THE

and her 14 Intern



ABOVE: The herald as it looks

LEFT: As it looks with the

THE DRESSMAKER  
FROM PARIS

She's  
coming  
Soon!

The Dressmaker From Paris

Meet me and my Beauty  
Models at the Rialto

Teaser Card

## Build Your Business By Using Trailers

Trailers on all Paramount Pictures are distributed by National Screen Service, Inc., with offices at 126 West 845 So. Wabash Ave., Chicago, Ill. and 917 Olive St., Los Angeles, Cal. Order from the nearest National Screen Service office. You can get a Trailer positively get a Trailer on any Paramount Picture within twenty-four hours of ordering.

Paramount Trailers are in two styles: Regular Service Trailer and De Luxe Trailer

Regular Service Trailers are issued on all Paramount Pictures. They consist of 75 feet of film, including two or three good selling titles and five or six carefully selected punch scenes from the picture. They sell for \$5 during the first four months after release date, with a refund of \$1.50 if returned within two weeks of booking. After four months they sell for \$2.50, with \$1 refund if returned in two weeks. Regular Service Trailers thus cost you \$3.50 or \$1.50 net, depending on when you place the picture.

DeLuxe Trailer

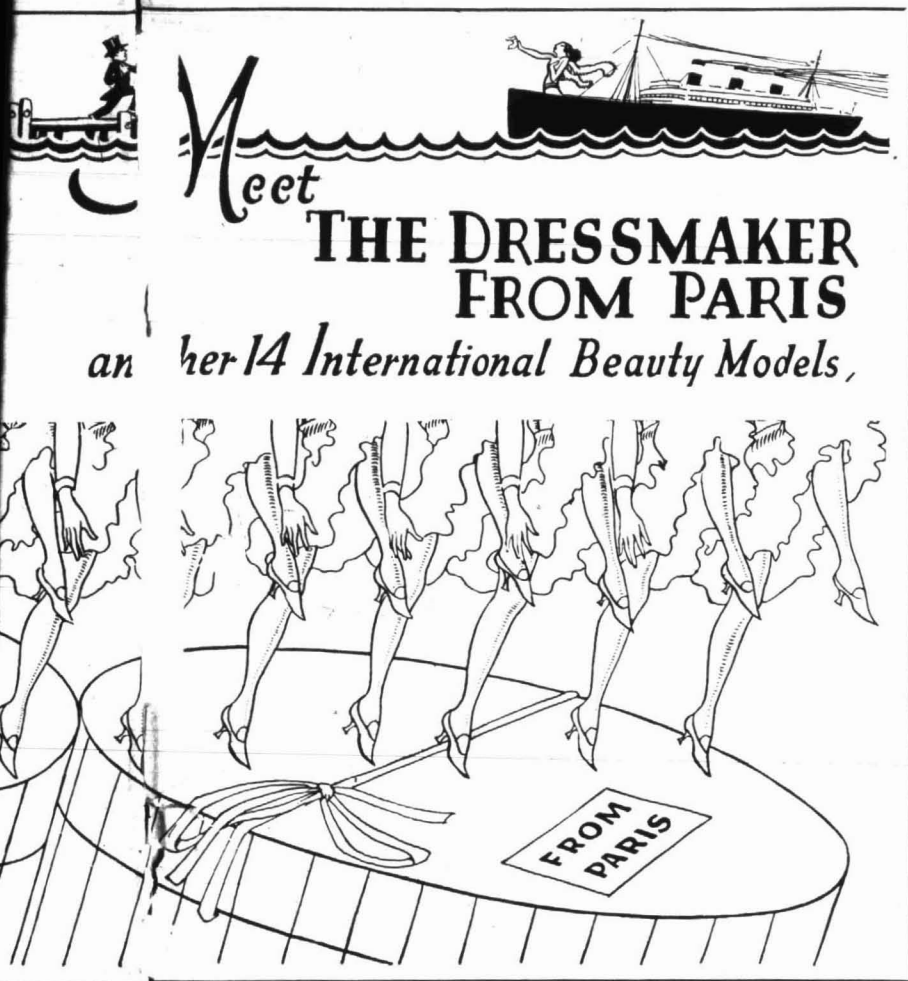
De Luxe Trailers are issued on certain





# Dressmaker from Paris" HELP YOU IN YOUR CAMPAIGN

"Running, It's Worth Advertising"



ABOVE: The herald as it looks with the flap down.

LEFT: As it looks with the flap up.

## Novelty Herald

A herald is as good as the business it brings—  
and here is a herald that will stand 'em on line.

The cut on the extreme left illustrates the  
herald with the flap up, and the cut to the right  
of it shows how it looks with the flap down.

Plenty of space on back page for theatre  
name, play dates, etc.

Ask your Ad Sales Manager to show you a  
sample of the colored original.

Only \$3.00 per 1,000.

THE DRESSMAKER  
FROM PARIS

She's  
coming  
Soon!

## our Business ing Trailers

unt Pictures ar  
ces at 126 Wes  
go, Ill. and 917  
st National Scre  
any Paramount

distributed by National  
th St., New York City;  
Olive St., Los Angeles,  
service office. You can  
ure within twenty-four

ar Service and De Luxe.

n two styles: Reg  
ervice Trailer

are issued on all  
cluding two or th  
punch scenes fro  
months after rele  
weeks of bookin  
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or \$1.50 net, de

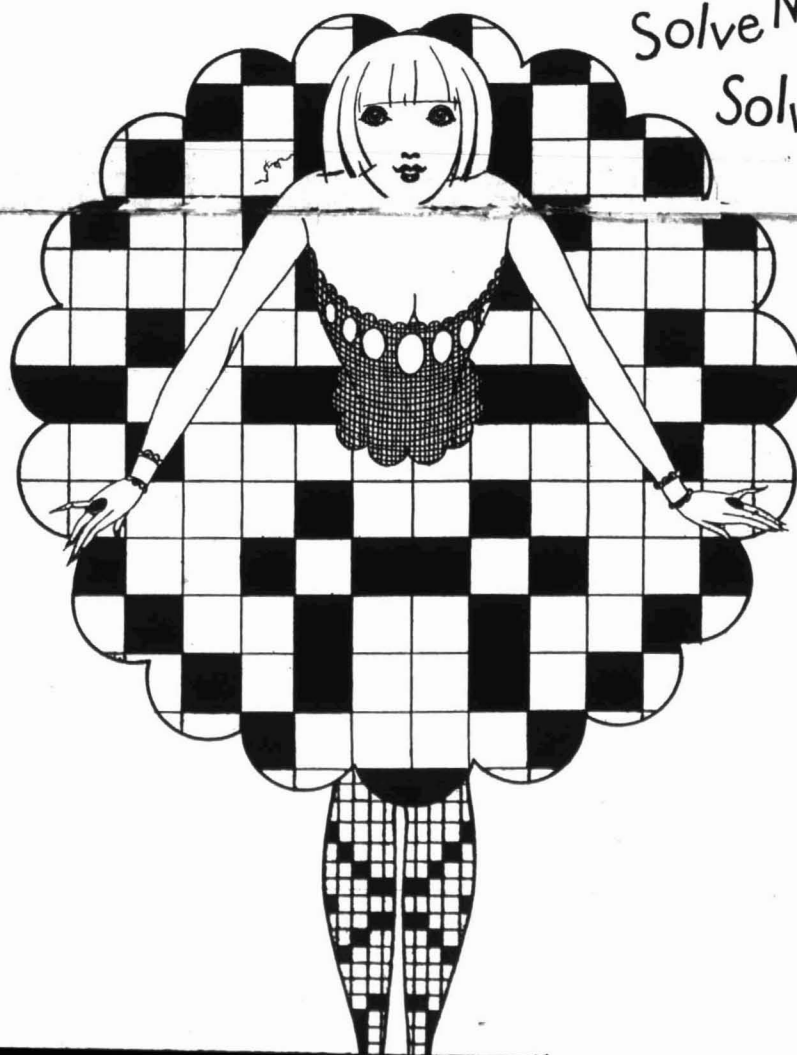
amount Pictures. They  
three good selling titles and  
m the picture. They sell  
ase date, with a refund of  
g. After four months they  
o weeks. Regular Service  
pending on when you play

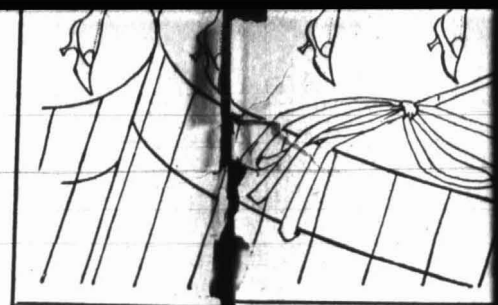
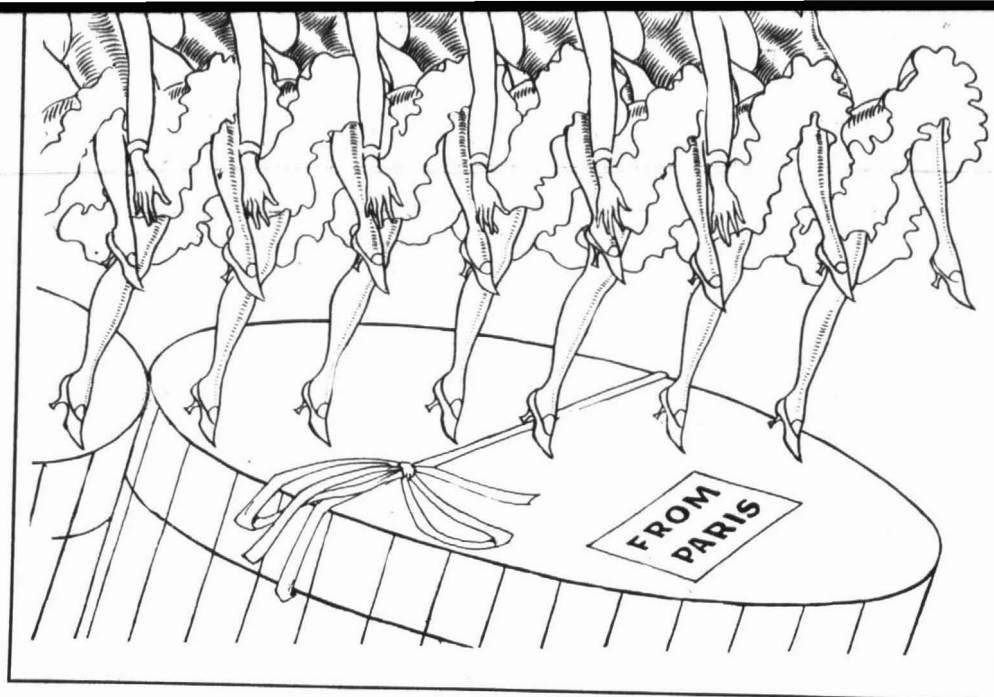
eLux Trailer

Special Paramount reproduc-

## THE FAMOUS FORTY

Solve Me!  
Solve Me!





ABOVE: The herald as it

LEFT: As it looks with the

THE DRESSMAKER  
FROM PARIS

She's  
coming  
Soon!

### The Dressmaker From Paris

*Meet me and my Beauty  
Models at the Rialto*

Teaser Card

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### Service Trailer

Regular Service Trailers are issued on all Paramount Pictures. They consist of 75 feet of film, including two or three punch scenes from the picture. They sell for \$5 during the first four months after release date, with a refund of \$1.50 if returned within two weeks of booking. After four months they sell for \$2.50, with \$1 refund if returned in two weeks. Regular Service Trailers thus cost you \$3.50 or \$1.50 net, depending on when you play the picture.

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### DeLuxe Trailers

De Luxe Trailers are issued on certain special Paramount reproductions. They are very elaborate, distinctly quality productions consisting of 200 feet of film, including ten or more art selling titles and over 100 feet of punch scenes from the picture. They cost \$12.50, with a \$5 refund if returned within three weeks. De Luxe Trailers thus cost \$7.50 net.

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### Monthly Service

National Screen Service, Inc., offers a Regular Trailer Service by which you can secure Trailers on the productions of all companies, including Paramount, at the cost of \$25 monthly, no matter how many bookings you have. Monthly customers get De Luxe Trailers at a special price of \$5 net. In addition you get, free of charge, special animated openings and closings with your own theatre name on them. There are several styles of these and they are frequently changed without cost to you. You also get, free of charge, "combination day sets," which are animated titles reading "Monday and Tuesday" or "All Week, Starting Sunday" or any other possible combination. Regular monthly customers just send their bookings in weekly to the nearest National Screen office. The Trailers come in automatically, without further trouble and in ample time.

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### Animated Titles

National Screen also offers special holiday greetings animated titles for every holiday in the year. These are of three classes, costing \$10, \$6, and \$3, with \$5 extra for superprinting the name of your theatre on them.

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Paramount Trailers are prepared by the Paramount production and advertising department in cooperation with National Screen Service, Inc., and distributed exclusively by the latter concern. They are the most valuable kind of advertising you could possibly secure. An exhibitor who is not a Trailer user is overlooking a wonderful bet.

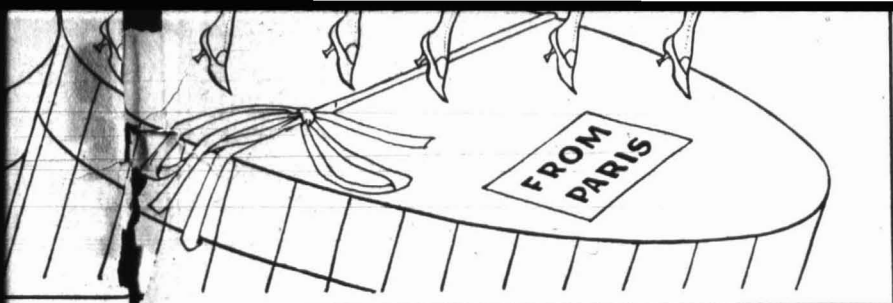
**YOU CAN GET A SERVICE OR A DELUXE TRAILER ON "THE DRESSMAKER FROM PARIS."**



A  
Paramount  
Picture

**S**TIRRING romance, screaming comedy and stunning style show — here is the three-ring circus of film-land.

With 14 world-famous beauty models in a dazzling Parisian fashion parade.



ABOVE: The herald as it looks with the flap down.

LEFT: As it looks with the flap up.

THE DRESSMAKER  
FROM PARIS

She's  
coming  
Soon!

## Our Business g Trailers

Pictures are distributed by National  
at 126 West St., New York City;  
Ill. and 917 Olive St., Los Angeles,  
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Paramount Service within twenty-four

to styles: Regular Service and De Luxe.

**Regular Trailer**  
Issued on all three good selling titles and  
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ths after release date, with a refund of  
ks of booking. After four months they  
returned in two weeks. Regular Service  
\$1.50 net, depending on when you play

**De Luxe Trailer**  
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distinctly quality productions consisting  
or more art (in many cases animated)  
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**Monthly Service**  
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VICE OR A DELUXE TRAILER  
MAKER FROM PARIS."

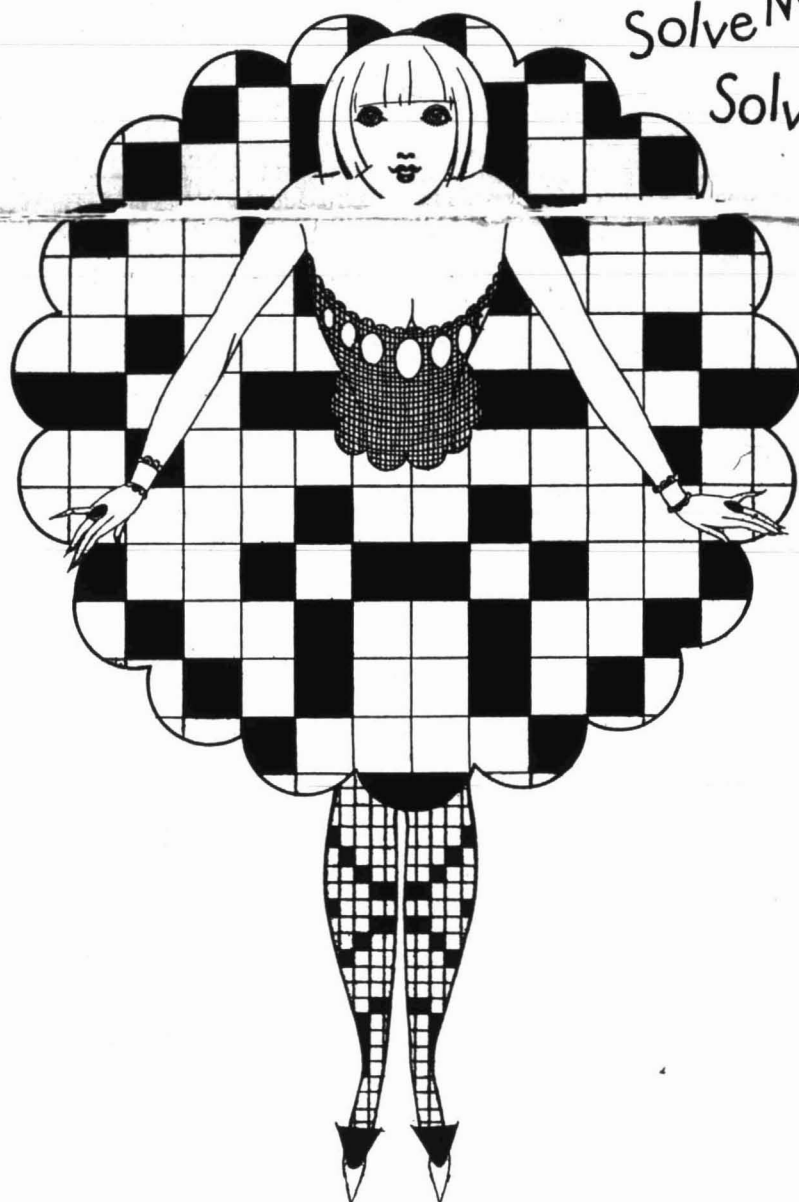
name, play dates, etc.

Ask your Ad Sales Manager to show you a  
sample of the colored original.

Only \$3.00 per 1,000.

# THE FAMOUS FORTY

Solve Me!  
Solve Me!



CROSSWORD  
PUZZLE BOOK

**PARAMOUNT EXHIBITORS:** Above is shown, in actual size, the cover of the hand-  
some 48-page Crossword Puzzle Book prepared for you so that you can turn a  
nation-wide fad into dollars. Each page contains a crossword puzzle on one of the  
Second Famous 40 Paramount Pictures, including the name of the picture spelled out  
letter for letter. The puzzles were made by professional experts. They are perfect  
and easy to solve.

The Puzzle Book is the best possible ad for the theatre showing the Second Famous 40.  
People will keep them for months. Great for prize contests and scores of other exploi-  
tation purposes. Available now at your Paramount exchanges. Two-column mats of  
each puzzle—similar to the one on "The Dressmaker from Paris" illustrated on  
page 4—are also available. One-column mats of solutions may be had upon  
request.





# “The Dressmaker from Paris” ADS THAT WILL GET THE EYE

“If It’s Worth Running, It’s Worth”

**“The DRESSMAKER FROM PARIS”**

WITH LEATRICE JOY  
ERNEST TORRENCE  
and  
THE FOURTEEN  
INTERNATIONAL  
BEAUTY MODELS  
A  
PAUL BERN  
PRODUCTION  
PRESENTED BY  
ADOLPH ZUKOR AND JESSE L. LASKY

A GLOWING romance of Paris and America, in a super-gorgeous setting of world-famous beauty models and Parisian fashions.

Four-column Newspaper Advertisement 4A

## MR. EDITOR

Here is something which will interest you:

An important survey, containing information of vital value gathered from the public, was recently completed by the Kinema Theatre, Fresno, California. Questionnaires were filled out by a large number of patrons of the Kinema, a representative house catering to a high-class fan audience. In addition, personal investigators were sent out. They interviewed nearly 1,600 people, representing all classes. The compilation of results was made by Beaumont & Hohman, an advertising agency of Fresno.

Here are the two sections of the survey that apply to you:  
**DO YOU FOLLOW MOTION PICTURE ITEMS IN PAPERS?**

Yes 98.5%  
No 1.5%

This conclusively shows the reader interest in motion picture news. It is a circulation builder.

**DO YOU DISCUSS PICTURES WITH YOUR FRIENDS?**

Yes 97.5%  
No 2.2%

These results should be of utmost importance to newspaper editors because it shows the widespread interest in motion pictures.

## TEASER TYPE ADS

(Run them in advance of showing)

### THE DRESSMAKER FROM PARIS says:

Shorter skirts, even shorter than in former years, will be particularly prominent in street wear.

### THE DRESSMAKER FROM PARIS says:

The natural waist-line will be the style and it is a distinct change.

### THE DRESSMAKER FROM PARIS says:

While short sleeves will continue to be in favor in summer dresses, the long flowing sleeve will be the chief favorite.

### THE DRESSMAKER FROM PARIS says:

The strictly tailored suit will be even more popular this year than last in tweeds, seersuckers and homespun.

**The Perfect Picture!**



# Dressmaker from Paris"

## ET THE EYE AND THE MONEY

th Running, It's Worth Advertising"



### Ad or Program Paragraphs

A carnival of beauty—  
A dazzling fashion show—  
A glowing romance—

Ladies! You will see the latest fashions straight from Paris.  
Men! You will see the 14 most beautiful girls in the world.

Bigger than the Follies!

The greatest beauty and fashion show on earth.

From the banks of the Seine  
To the street called Main  
Come these beautiful girls  
With their pretty bobbed curls,  
Their sly little smiles  
And their new Paris styles!  
You'll say it's a bear, is  
THE DRESSMAKER FROM PARIS!

The story of a girl who was too fast for Paris, so she came to  
Main Street!

More thrilling sights than the eye has ever seen before!

See your oculist before seeing this picture; you'll want 100%  
eyesight!

The most dazzling eyeful the screen has ever offered.

Beautiful girls, beautiful gowns, beautiful romance.

Ladies! You'll learn more about the latest styles from "The  
Dressmaker from Paris" than from a hundred fashion magazines.

The First Screen Style Show.

Introducing for the first time anywhere—the 1926 Paris Styles!



**"The DRESSMAKER  
FROM PARIS"**  
A PAUL BERN PRODUCTION

MORE beauties than the  
Follies; more gowns  
than a fashion exposition;  
more fun than a circus.  
And a stirring love story.

One-column Press Ad 1A

# AKER PARIS"



LOWING romance of Paris and  
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## TYPE ADS

(advance of showing)

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The strictly tailored  
suit will be even  
more popular this  
year than last in  
tweeds, serges and  
homespun.

## Special 11x14 Fashion Stills

Special enlarged fashion stills, each 11 x 14, may be had on "The  
Dressmaker from Paris."

There are 15 to the set. One of Leatrice Joy and one of each of the  
14 beautiful models.

The models are shown wearing beautiful gowns and a description of  
both the model and the gown is printed on the back of each photograph.

These stills are the ideal thing for fashion tie-ups in windows.  
Only 60c each or \$7.50 per set.

# "The DRESSMAKER

PRESENTED BY  
ADOLPH ZUKOR  
JESSE L. LASKY







WITH LEATRICE JOY  
ERNEST TORRENCE  
and  
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Shorter skirts, even shorter than in former years, will be particularly prominent in street wear.

THE DRESSMAKER  
FROM PARIS says:

While short sleeves will continue to be in favor in summer dresses, the long flowing sleeve will be the chief favorite.

THE DRESSMAKER  
FROM PARIS says:

The natural waist-line will be the style and it is a distinct change.

THE DRESSMAKER  
FROM PARIS says:

The strictly tailored suit will be even more popular this year than last in tweeds, seersuckers and homespun.

THE DRESSMAKER  
FROM PARIS says:

Topcoats will be tailored mannishly and will extend about to the bottom of the skirt.

THE DRESSMAKER  
FROM PARIS says:

Brown of every shade will be used more for summer wear than last year.

THE DRESSMAKER  
FROM PARIS says:

For evening wear a great deal of white and flesh will be in evidence.

THE DRESSMAKER  
FROM PARIS says:

A profusion of flowers will find their place on young girls' dresses.

## The Perfect Picture!



THE Dressmaker from Paris" is THE sensation of the year.

You'll see the world's most beautiful models in the greatest style show ever staged.

You'll see a throbbing romance such as has never before been screened.

By Adelaide Heilbron and Howard Hawks—Screen play by Adelaide Heilbron

## OTHER FEATURES

Two-column Supplementary Press Ad 2AS



The story of a girl who was too fast for Paris, so she came to Main Street!

More thrilling sights than the eye has ever seen before!

See your oculist before seeing this picture; you'll want 100% eyesight!

The most dazzling eyeful the screen has ever offered.

Beautiful girls, beautiful gowns, beautiful romance.

Ladies! You'll learn more about the latest styles from "The Dressmaker from Paris" than from a hundred fashion magazines.

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Introducing for the first time anywhere—the 1926 Paris Styles!



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One-column Press Ad 1A

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Only 60c each or \$7.50 per set.

# "The DRESSMAKER

PRESENTED BY  
ADOLPH ZUKOR  
JESSE L. LASKY



## FROM PARIS"

WITH  
LEATRICE JOY,  
ERNEST TORRENCE

AND THE 14 INTERNATIONAL BEAUTY MODELS

HERE is the Perfect Entertainment of 1925! A gorgeous romance and fashion spectacle. With the pick of the world's beauties and the latest styles from Paris.

A Paramount Picture

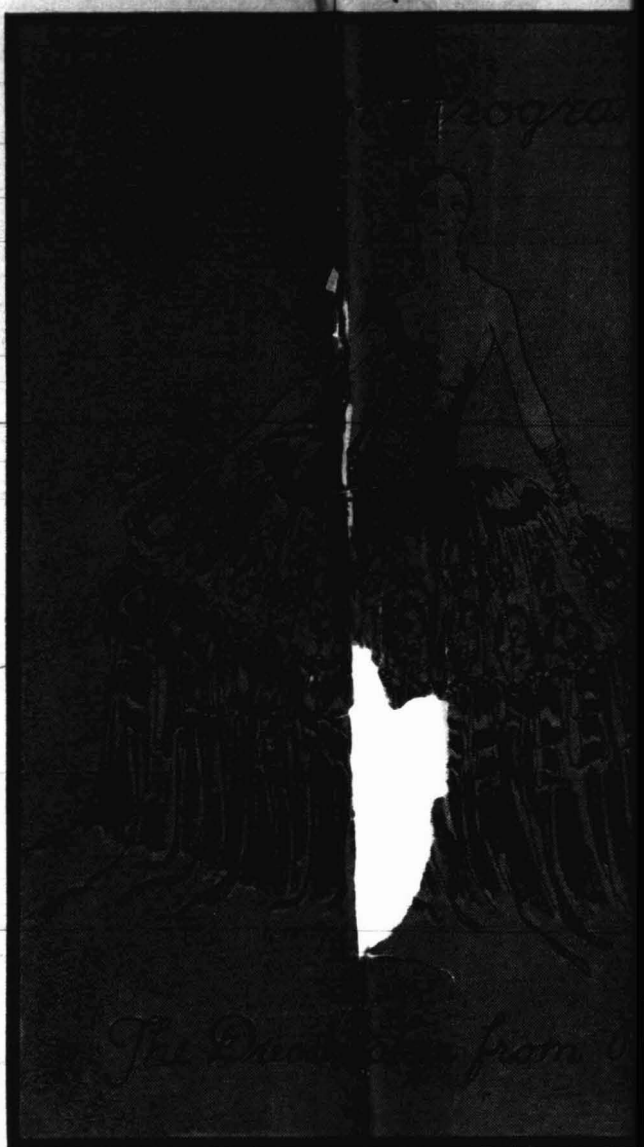
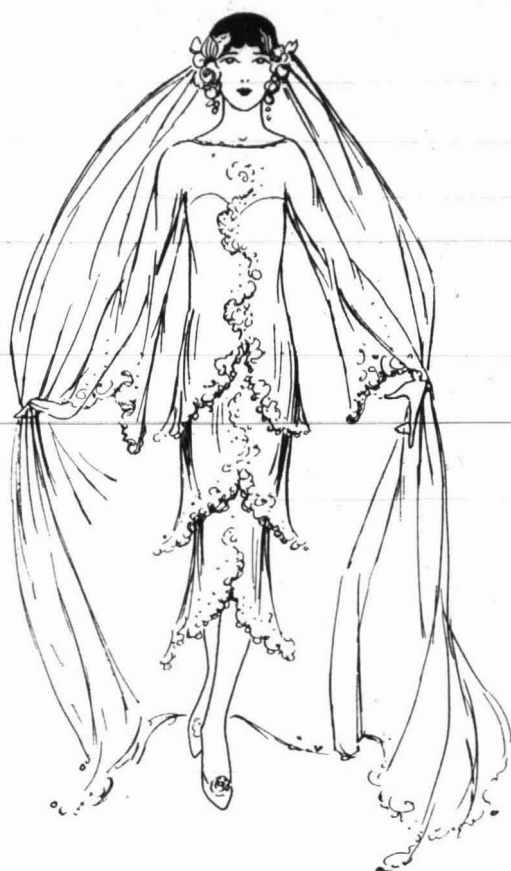
A PAUL BERN PRODUCTION

By Adelaide Heilbron and Howard Hawks—Screen play by Adelaide Heilbron





# SPECIAL FASHION PROGRAM AM



## De Luxe Fashion Pr

Nothing like this gorgeous twelve-p fashion program has ever been issued before. appeal raised at least ten degrees higher than

The cut above shows the cover, reduced size of nine by twelve inches. The other cuts the many stunning fashion designs in the prog

Women will certainly at it up and that 58 varieties of exhibitor-me ant tie-ups. An can turn this into a profit-making venture.

If this book were put on sale at the news command a minimum price of 25c. YOU bu cost—10c. each.

## "The DRESSMAKER FROM PARIS"

PRESENTED BY  
ADOLPH ZUKOR  
JESSE L. LASKY

WITH LEATRICE JOY, ERNEST TORRENCE  
A Paramount Picture



AND THE  
14 INTERNATIONAL  
BEAUTY MODELS



A PAUL BERN PRODUCTION

Oh, man!  
See the fourteen most beautiful  
models in the world!  
Oh, lady!  
See the most gorgeous fashion spec-  
tacle on stage or screen!

## SPECIAL FASHION

Each Paramount exploiter has a print of show tie-up trailer on "The Dressmaker from Paris" obtained gratis on application to him. If you obtain a print from the man in your territory, National will supply you with one at actual cost of \$17.

This trailer consists of 75 feet of fashion show. Travis Banton, famous French fashion designer, gown being fitted on living model; fashion show beauty models wearing the very latest styles. Joy in wonderful wrap and gown; titles describing detail and tying the whole thing together tightly with







## De Luxe Fashion Pr

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Oh, man!  
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Oh, lady!  
See the most gorgeous fashion spectacle on stage or screen!  
The romance-comedy-novelty of the season!

Two-column Supplementary Press Ad 2ASX  
(See other supplementary on Page 2)

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Ideal for department stor ibitors mak ups, etc.



Leatrice Joy and Ernest Torrence in the Paul Bern Production  
"The Dressmaker from Paris" A Paramount Picture

Two-column Production Mat 2P



Leatrice Joy and a few of the Four  
Paul Bern Production "The Dres

Three-colu



teen International  
smaker from Paris"  
n Production Mat 3P



# Large Fashion Program

like this gorgeous twelve-page, four-color program has ever been issued before. Here's woman-degrees higher than the nth degree. The cover, reduced from the actual size, shows above shows. The other cuts show a few of the designs in the program. It will certainly put it up and that makes it pie for exhibitor-meant tie-ups. Any live exhibitor



s into a profitable venture. book were put on sale at the news stands it would minimum price of 25c. YOU buy them at actual each.

# Large Fashion Trailer

mount exploitation on "The Dressmaker from Paris." This can be an application to him. If you are unable to secure a man in your territory, National Screen Service, Inc., with one at actual cost of \$17.50.

consists of 5 feet of fashion scenes and titles! famous French fashion designer, designing gown; on living model; fashion show of the international wearing the very latest styles from Paris; Leatrice I wrap and g n; titles describing every gown in the whole thing tightly with the picture.

department store exhibitors making fashion show tie-

# Cross Word Puzzle

	1	2	3	4		5	6	7	8	9	
10						11					12
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38				39			40		41		
42			43			44		45		46	47
48		49			50		51		52		
	53										

## HORIZONTAL

- A seamstress
- To trim
- An acid
- East India (abbr.)
- Numbers (abbr.)
- Printer's measure
- Foreign Office (abbr.)
- A color
- Conflicts
- A tree
- Of
- A pronoun
- To look furtively
- A bone
- Clothes
- One who fishes by trolling
- Toward
- Monkeys
- And (French)
- Ripped
- A color
- God of Love
- Point of the compass
- A halting exclamation
- Right (abbr.)
- A rodent
- Indefinite article
- Element from which glass is made
- Girl's name
- Visitors

## VERTICAL

- Drying machines
- In regard to
- Even (contraction)
- Frozen precipitation
- Mother
- High cards
- Know (Scot.)
- And (Latin)
- Firearm
- Pierces
- Last name of popular moving picture star
- One who exhibits samples
- To perform
- A real estate broker
- Snake-like fish
- A planet
- Impudent
- An Italian river
- Note of the scale
- A number
- Entertains
- A city in France
- Upon
- To engrave
- Know (Spanish)
- A vehicle
- Part of a golf course
- New York (abbr.)
- Long Island (abbr.)
- By
- Initials of a famous American President

DRESSMAKER FROM PARIS

Two-column Press Advertisement 2A  
(One-column Mats of Solution upon Request)



w of the Fourteen International Beauty Models in the tion "The Dressmaker from Paris" A Paramount Picture  
Three-column Production Mat 3P





# ADVANCE PUBLICITY STORIES

## "Dressmaker" Film Has Strong Cast

Leatrice Joy, Ernest Torrence  
in Paramount Picture

FOURTEEN internationally famous beauties and four established screen favorites appear in the cast of "The Dressmaker from Paris," which is said to be one of the most lavish productions of Paramount's Second Famous Forty.

Leatrice Joy, Allan Forrest, Ernest Torrence and Mildred Harris head the cast. The fourteen beauties appear as mannequins, displaying the most striking fashions and each of the fourteen is a recognized beauty selected after a search lasting several months.

In this Paul Bern production Miss Joy, featured with Torrence, plays "Fifi," first a midinette of Paris and later an arbiter of styles, a role which fits her quite as well as the gowns she designs fit the beautiful mannequins seen in the picture.

Forrest plays opposite Miss Joy as "Billy Brent," an upstanding young American first seen doing his patriotic bit as a soldier in France and later as an enterprising young department store manager in a small town in the Middle West.

Ernest Torrence is expected to win added admirers by his work as Angus McGregor, a small town Scotch merchant-prince with emphatic ideas as to thrift and an abhorrence of up-to-date methods.

Mildred Harris, whose beauty has graced both the screen and stage in stellar roles, is seen as Joan, McGregor's daughter.

Other roles of importance in the cast are played by Larry Gray, Charles Crockett, veteran character actor who is cast as the chief executive of the small town; Rosemary Cooper and Spec O'Donnell.

Quite the most alluring sequence that the screen has seen in years is the style show in which appear fourteen mannequins, all of them world-famous beauties selected after a long search in Hollywood, the fashion centers of the east and even across the seas. The models appear in gowns especially designed for this production by a man, brought from Paris by Paramount for the sole purpose of anticipating the models by one year.

"The Dressmaker from Paris," written especially for the screen by Adelaide Heilbron and Howard Hawks, opens on .... at the .....

## "Dressmaker from Paris" Has Beauties and Gowns

Leatrice Joy feels old fashioned in her up-to-date clothes.

Her 1925 dresses seem passé. The trouble may be laid to the fashion expert brought to Hollywood from Paris to design the styles worn by Miss Joy, Mildred Harris and the fourteen girls appearing as beautiful models in "The Dressmaker from Paris."

All the gowns created for Miss Joy are of the year-ahead variety and after wearing them daily for two months her own clothes give her a feeling that she is antediluvian in the matter of dress in spite of the fact that they are right up to the minute.

Approximately a hundred gowns were created expressly for this picture.

Leatrice Joy and Ernest Torrence are featured in "The Dressmaker from Paris," which will be shown at the ..... Theatre next..... to remain for ..... days.

Paul Bern, who made "Worldly Goods" and "Open All Night," directed. Adelaide Heilbron and Howard Hawks are co-authors.

Leatrice Joy, Ernest Torrence  
in Latest Paramount Picture

Leatrice Joy and Ernest Torrence are featured in the leading roles of the Paramount picture, "The Dressmaker from Paris," a Paul Bern production, opening..... at the.....

## New Role for Torrence

ERNEST Torrence felt out of place and rather liked the sensation.

After having played rough frontier characters such as he portrayed in "The Covered Wagon" and "North of 36," Ernest Torrence rather liked being planted among the ladies for his featured role with Leatrice Joy in the Paramount picture, "The Dressmaker from Paris," which comes to the ..... on.....

Torrence is cast as the senior partner in a department store in the picture, directed by Paul Bern, and in which are the world's fourteen most beautiful women, assembled during a globe encircling search.

Sharing closeups and long shots with Paramount's International Beauty Models rather appealed to Ernest as a welcome change from long, hard location trips into the open country.

Others in the cast of "The Dressmaker from Paris," written expressly for the screen by Adelaide Heilbron and Howard Hawks, are Allan Forrest, Mildred Harris, Larry Gray, Charles Crockett, Rosemary Cooper and "Spec" O'Donnell.

## "Dressmaker from Paris" Dazzling Fashion Show

A big fashion show picture coming to the .....

That's "The Dressmaker from Paris," featuring Leatrice Joy and Ernest Torrence.

A carnival of youth, romance and gorgeously gowned feminine beauty. A big comedy-love story laid in Paris and a town in the American West. And the Fourteen International Beauty Models, chosen by famous judges as the fourteen most beautiful women in the world! Playing real parts in the picture and showing the last word in women's attire straight from Paris.

Sounds interesting!

"The Dressmaker from Paris," coming to the ..... Theatre on ..... next, features Leatrice Joy and Ernest Torrence in the leading roles with Allan Forrest, Mildred Harris and others just as well known in the strong supporting cast.

The story is an original for the screen by Adelaide Heilbron and Howard Hawks. Paul Bern, who made "Worldly Goods" and others, directed. It is Leatrice Joy's first picture in nearly a year.

## New Paramount Picture

### Entertaining Comedy-Drama

"The Dressmaker from Paris," a new Paramount picture featuring Leatrice Joy and Ernest Torrence, which will be shown at the ..... Theatre on ..... next to remain for ..... days, is a fine comedy-drama of a little French girl who rises from modiste's messenger to the position of Paris' most prominent fashion designer.

Paul Bern directed the production, which was written for the screen by Adelaide Heilbron and Howard Hawks. Allan Forrest is leading man. Others in the cast are Mildred Harris, Larry Gray, Charles Crockett, Rosemary Cooper and "Spec" O'Donnell.

The story opens in Paris at the beginning of the World War. Miss Joy has the role of Fifi, a little midinette who meets Billy Brent (Forrest), an American army officer through accident. It is a case of love at first sight for both. Brent is called to the front, and Fifi enters a contest, the winner of which is entitled to study designing in the establishment of a famous modiste.

The scene shifts to the little American town of Clarion, Ill. Brent is now junior partner in a department store owned by Torrence, and Fifi, now known as Madame Louise, world-famous designer, comes to give a fashion show in the establishment.

## SPECIALS

### DRESSING WELL AN ART

By Leatrice Joy

(Featured as "The Dressmaker from Paris" in the Paramount picture by that name coming to the... Theatre next....)

SOME day it will be a crime, punishable by a fine, or imprisonment, or both, for a woman in this country to be ill dressed, providing she has even only a very small amount to spend on her clothes annually.

It is not how much money a woman spends on her clothes that counts, it is how she spends it.

It is not always a question of knowing what to wear. Just as often it is important to know what not to wear.

One woman will spend a fortune in the shops each year without adding in the least to her appearance, while another, with a far more meagre purse, will make herself stunning.

One woman will have enough bits of this and that on her hat and dress to stock a notion store.

One woman who is inclined to be stout will persist in wearing just the type of gowns that accentuate her size. A very slender woman may be just as foolish, wearing clothes that bring a result as would be obtained if she hired a small boy to walk at her side carrying a sign reading, "Look! See how thin and gawky this lady is."

There is no doubt that a lean purse makes the art of dressing more difficult than it would be otherwise. On the other hand, I will wager that the well dressed women of the country spend less money on clothes than those who are not well dressed. Loading expensive gowns and wraps on one's back does not constitute the state of being well dressed.

Being well dressed is largely the result of the exercise of good taste in the selection of materials. It is not necessary to adopt the extreme style. Moderation is as great a virtue in this as in all else.

We must realize our shortcomings. I realized a long time ago that I do not make a remarkably stunning appearance in gowns that have a profusion of frills—so I don't wear that type of dress any more. Some women have weaknesses for certain colors that are very unbecoming to them.

It is generally possible to find someone who is qualified to pass judgment and who will be frank with us on such matters.

A motion picture actress must learn how to dress passably well. My personal opinion, backed by that of the man who designed the hundred or

more gowns for "The Dressmaker from Paris," is that it is chiefly a question of making a careful appraisal of one's physical qualifications and using good judgment in adapting them to the styles.

### Style Note

An increase in automobile accidents during 1925 is practically a certainty, particularly in the downtown sections.

The reason?

Paris and Hollywood have decreed that dresses will be even shorter this year than ever before. Skirt bottoms will have only distant nodding acquaintance with slipper tops and the dress that is closer than fifteen inches to the ground will be the ultra modest kind.

A Parisian style authority brings this word to Hollywood. He was imported by Paramount to create fashions for the screen in "The Dressmaker from Paris," which marks Leatrice Joy's return to motion pictures.

According to him, bow-legged girls and girls whose knees interfere, one with the other, will appear to a disadvantage, although, he adds, the women in Paris refuse to permit a little thing like unusual leg architecture to keep them from being in style.

A traffic expert has suggested two

## The Fourteen Most Beautiful Women in the World Today and Fourteen Points About Them.

(All these beauties appear in the gorgeous fashion-romance, "The Dressmaker from Paris")

1. EUGENIA GILBERT  
The Girl of the Sun-kissed West
2. ETTA LEE  
Princess of the Orient
3. JOCELYN LEE  
Ziegfeld's Queen of Beauty
4. SALLY LONG  
D. W. Griffith's Most Beautiful Discovery
5. CECILLE EVANS  
The Girl with the Charles Phillips Ankles
6. CLARA MORRIS  
Neysa McMein's Regal Red Head
7. OLIVE BORDEN  
Wampas Baby Star for 1925
8. CRISTINA MO  
Latin-America's Favorite Daughter
9. SALLY R  
Named by the Most of America
10. ADALYN  
The Cinderella of 1925
11. THAIS VAL  
The Fairest of the Nobility
12. YOLA D'AVRIL  
The Famous Modiste of Jean Patou
13. MAJEL COLEMAN  
The Gibson Girl of Today
14. DOROTHY SEASTROM  
Venus of the Snows

—and they're all beauties!

## What the Well Dressed Woman Will Wear—

Dress styles that are said will be all the rage a year from now are brought to the screen in the Paramount picture, "The Dressmaker from Paris," which marks Leatrice Joy's return to the screen after brief absence. Miss Joy is featured with Ernest Torrence in the production which comes to the ..... Theatre on ..... next. Paul Bern directed the picture, written for the screen by Adelaide Heilbron and Howard Hawks.

"The Dressmaker from Paris" is a story of a little French girl who runs errands for a fashionable modiste. Fifi (Miss Joy) wins a contest which enables her to study gown designing, and is not long before we see her in America with her beautiful models giving fashion shows in leading department stores to stir up trade.

Fourteen international Beauty Models, gathered together after a world-wide search, are cast as Miss Joy's manikins in the picture. Each has four or five changes of gowns the costumes being designed by one of Paris' foremost fashion creators brought to this country for the express purpose of showing on the screen the styles that will prevail during the coming seasons.

The fashion show staged in "The Dressmaker from Paris" is said to fa-

outshine anything of its kind ever attempted for the screen. The combination of beautiful girls and gowns too, is claimed to make this production most delightful entertainment.

## New Paramount at Rialto

"The Dressmaker from Paris" arrived in town yesterday.

It's a new Paramount picture featuring Leatrice Joy and Ernest Torrence.

The story is a romance which begins in Paris in the far shrouded days of 1918. The picture marks Miss Joy's return to the screen after an absence of nearly a year. She is cast in the role of Fifi, French midinette who becomes a famous designer of fashions.

Torrence plays Angus McGregor, tight-wad department store proprietor. Allan Forrest is leading man in the picture, is McGregor's partner. Forrest as Billy meets Fifi





The Fourteen Most Beautiful Women in the World Today and Fourteen Points About Them.

(All these beauties appeared in the gorgeous fashion-romance, "The Dressmaker from Paris")

- 1. EUGENIA GILBERT The Girl of the Year
- 2. ETTA LEE Princess of the Orient
- 3. JOCELYN LEE Ziegfeld's Queen of Beauty
- 4. SALLY LONG D. W. Griffith's Most Beautiful Discovery
- 5. CECILLE EVANS The Girl with the Cables Phil-Lips Ankles
- 6. CLARA MORRIS Neyssa McMein's Royal Red Head
- 7. OLIVE BORDEN Wampas Baby Star of 1925
- 8. CRISTINA MOY Latin-American's Favorite Daughter
- 9. SALLY REE Named by the Most Beautiful Girl in America
- 10. ADALYN The Girl of 1925
- 11. THAIS VAL The Fairlest of the Nobility
- 12. YOLA D'AVRIL The Famous Model of Jean Patou
- 13. MAJEL COLEMAN The Gibson Girl of Today
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Torrence plays Angus McGregor, tight-wad department store proprietor. Allan Forrest, leading man in the picture, is Mc's partner.

REVIEWS

"The Dressmaker from Paris"

"The Dressmaker from Paris," a Paramount picture featuring Leatrice Joy and Ernest Torrence, which opened yesterday at the ... Theatre, is a story of Fifi, little French midinette who becomes Paris' foremost fashions designer.

The story opens with the accidental meeting of Fifi and Billy Brent, American army officer. They fall in love, only to have Brent ordered to the front.

The scene shifts, Brent is now junior partner in the Emporium, a department store in Clarion, Ill., owned by Torrence, playing Angus McGregor. Brent's ideas on selling are radically different from those of McGregor, and he sends for the famous Madame Louise to stage a fashion show in the Emporium and bolster up trade.

Imagine Brent when Fifi puts in an appearance. He is glad enough to see her, to be sure, but messes things all up trying to explain to her that he is engaged to Joan, McGregor's daughter. Both Billy and Fifi manage to misunderstand each other perfectly, and it's a truly laughable situation, for every one, that is, but Brent and Fifi.

As Madame Louise, Fifi has acquired the reputation of being a notorious woman (all this being press agent bunk, however). Two of her manikins—there are fourteen of them in the picture, played by Fourteen International Beauty Models, selected by Paramount after a world-wide search—are innocently involved in a road house scandal, and when the papers come out with an account of Madame Louise's "past" the townspeople rise up in arms against this "foreign woman" and demand that she and her models be ousted from Clarion.

"The Dressmaker," however, straightens things out in the end, though almost at the cost of her good name.

"The Dressmaker from Paris" was written directly for the screen by Adelaide Heilbron and Howard Hawks and adapted by Adelaide Heilbron.

Mildred Harris plays Joan McGregor. Others in the cast are Larry Gray, Charles Crockett, Rosemary Cooper and "Spec" O'Donnell.

The combination of girls and beautiful gowns, an appealing love theme, comedy and rapid-fire action makes this picture one of the season's most entertaining productions.

(Review No. 2)

Paramount's highly-touted production, "The Dressmaker from Paris," was shown for the first time in ... yesterday at the ... Theatre.

Leatrice Joy and Ernest Torrence are featured in the principal roles of the picture, which was written especially for the screen by Adelaide Heilbron and Howard Hawks.

"The Dressmaker from Paris" is a romance of a little French midinette who becomes a famous creator of fashions. As regards story, heart interest, beautiful girls and gorgeous gowns, it lives up to everything that has been claimed for it in advance.

Miss Joy is cast in the role of the little errand girl, Fifi. Torrence plays Angus McGregor, a Scotch department store owner with moths in his pocketbook.

Allan Forrest is leading man, a young army captain, who, when he gets into "clivies," starts to whoop things up in the business line in a little mid-west American town, is great.

Mildred Harris plays McGregor's daughter, Joan. She has an affair with Forrest but Fifi is his choice, and in the end he gets her.

In this picture Paramount has gathered together fourteen girls billed as International Beauty Models, and fourteen more beautiful girls we have never seen on the screen before. They appear as "The Dressmaker's" manikins in the production. Each has four or five changes of gowns, designed for this production by a French fashion creator brought to ...

Leatrice Joy Back

FROM tom-boy errand girl to calm, dignified French woman is the transition of character made by Leatrice Joy in the Paramount picture, "The Dressmaker from Paris," coming next ... to the ... Theatre.

In the picture the transition is the result of many years of hard work and study during which the girl rises from little French midinette to one of the most prominent gown designers in Paris, but the change was made in less than one hour by Miss Joy during the filming of the production at Paramount's West Coast studio.

In the early part of the story Miss Joy appears as a pert, chic errand girl in a Paris gown shop. Later, the scene of the story transfers to America and she is shown as a young woman of a different mien altogether.

At 10 o'clock one morning Miss Joy left the set in her errand girl garb. An hour later she returned from her dressing room, five years older, with her coiffure re-arranged and wearing simple black satin dress.

Ernest Torrence is featured with Miss Joy in the leading roles of the production, written especially for the screen by Adelaide Heilbron and Howard Hawks. Paul Bern directed.

Allan Forrest, Mildred Harris, Larry Gray, little "Spec" O'Donnell and Paramount's Fourteen International Beauty Models are seen in the supporting cast.

"The Dressmaker from Paris" marks Leatrice Joy's first appearance on the screen in almost a year.

Colorful Scenes in "The Dressmaker from Paris"

The Paramount picture, "The Dressmaker from Paris," a Paul Bern production featuring Leatrice Joy and Ernest Torrence, which comes to the ... Theatre for a ... days' run on ... next, is a riot of beautiful girls, gorgeous gowns and colorful settings.

The story, written for the screen by Adelaide Heilbron and Howard Hawks, brings Miss Joy to the screen in the role of a little midinette of a Paris shop, who becomes a famous creator of fashions.

For this production Paramount has assembled Fourteen International Beauty Models, all either winners of beauty contests or selected by well known critical judges, in the roles of manikins. The girls wear some ... specially for this picture by one of Paris' most prominent creators.

One of the high spots of the production is a gorgeous fashion revue staged by Miss Joy, as Madame Louise, and the fourteen girls, in a department store in a small middle-west American town. Torrence is the proprietor of the store. Allan Forrest, leading man in the picture, is the junior partner in the firm. It is said that nothing ever before attempted for screen purposes can hold a candle to this array of beauty and gorgeousness.

Other big scenes in this fine Paramount comedy-drama include the shots in Paris, when Forrest, as an American army officer, meets Fifi (Miss Joy), the little errand girl, who is to become the French capital's most prominent gown designer. The arrival of Fifi and her fourteen models in the little town of Clarion, Ill., with the usual small town reception committee awaiting them is a big laugh. The fashion parade, too, is said to be a sure-enough eye-filler.

Mildred Harris, Larry Gray, Charles Crockett, Rosemary Cooper, "Spec" O'Donnell and others appear in the supporting cast of the picture.

—and what gowns!

How many times have you heard this said of a picture? You've seen fashion shows on the

Famous Beauties in "Dressmaker" Film

Fourteen International Beauty Models in New Paramount

YOU had to be a world famous beauty to play a part in this picture!

"The Dressmaker from Paris," a Paramount picture, which marks Leatrice Joy's return to the screen after an absence of almost a year, is said to present a parade of beauty and fashion which far surpasses anything that has yet been brought to the screen.

Fourteen manikins, chosen from world centers of wealth and fashion for their surpassing beauty, wear luxurious gowns and costumes, created especially for this picture by one of the foremost designers of Paris, brought to Hollywood expressly for this purpose.

"The Dressmaker from Paris" is an original screen story by Adelaide Heilbron and Howard Hawks. Miss Joy and Ernest Torrence are featured. Others prominent in the cast include Allan Forrest, Mildred Harris, Larry Gray, Charles Crockett, Rosemary Cooper and little "Spec" O'Donnell.

According to Paramount, this production is a forerunner of the smartest fashions of the coming season and is produced on a lavish scale that should make it one of the most striking pictures of the year.

Miss Joy is "The Dressmaker" in the picture, of course, and the fourteen beauties are her models, who exhibit her creations to the pop-eyed citizens of the little town of Clarion, Ill., where she gives a fashion show to stir up trade for the Emporium, the department store, owned and managed by the close-fisted Angus McGregor, played by Torrence.

Forrest is leading man in the production. Miss Joy first meets him as an American army captain in France, and later as junior partner in the Emporium.

Adelaide Heilbron is credited with the screen play.

Ernest Torrence Featured in Paramount's "Dressmaker"

Ernest "Versatility" Torrence is the way they are hailing this famous character actor in Hollywood.

Having won fame as a portrayal of western characters in "The Covered Wagon," Torrence, beloved by movie fans the world over, gave recent visible evidence of his versatility with ...

actor portray in "The Side Show of Life." Then came his appearance as "Captain Hook" in Paramount's notable visualization of J. M. Barrie's fantasy.

Now he displays yet another side of his versatility as "Angus McGregor," Scotch proprietor of a department store in "The Dressmaker from Paris," directed by Paul Bern for Paramount.

In this role Torrence is a blustering, hardheaded Scotchman, who disdains the new ideas Allan Forrest introduces for getting business in the small town where the store is located.

Torrence is really of Scotch blood and packs a wondrous burr, which of course the screen cannot convey.

Leatrice Joy has the title role in "The Dressmaker from Paris," which marks her return to the screen after an absence of many months. A particular high-spot is the participation in the picture of fourteen manikins selected after a search which included every city in America and the principal cities of the Continent. The beautiful models exhibit fashions created by one of Paris' foremost designers, brought to this country by Paramount especially to create gowns for this production.

Miss Joy and Torrence are featured at the head of the cast of the picture, opening ... at the ... In the supporting cast, besides Forrest, are Mildred Harris, Larry Gray,



Ernest Torrence is expected to win added admirers by his work as Angus McGregor, a small town Scotch merchant-prince with emphatic ideas as to thrift and an abhorrence of up-to-date methods.

Mildred Harris, whose beauty has graced both the screen and stage in stellar roles, is seen as Joan, McGregor's daughter.

Other roles of importance in the cast are played by Larry Gray, Charles Crockett, veteran character actor who is cast as the chief executive of the small town; Rosemary Cooper and Spec O'Donnell.

Quite the most alluring sequence that the screen has seen in years is the style show in which appear fourteen mannequins, all of them world-famous beauties selected after a long search in Hollywood, the fashion centers of the east and even across the seas. The models appear in gowns especially designed for this production by a man, brought from Paris by Paramount for the sole purpose of anticipating the models by one year.

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## "Dressmaker from Paris" Has Beauties and Gowns

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Her 1925 dresses seem passé. The trouble may be laid to the fashion expert brought to Hollywood from Paris to design the styles worn by Miss Joy, Mildred Harris and the fourteen girls appearing as beautiful models in "The Dressmaker from Paris."

All the gowns created for Miss Joy are of the year-ahead variety and after wearing them daily for two months her own clothes give her a feeling that she is antediluvian in the matter of dress in spite of the fact that they are right up to the minute.

Approximately a hundred gowns were created expressly for this picture.

Leatrice Joy and Ernest Torrence are featured in "The Dressmaker from Paris," which will be shown at the ..... Theatre next ..... to remain for .... days.

Paul Bern, who made "Worldly Goods" and "Open All Night," directed. Adelaide Heilbron and Howard Hawks are co-authors.

## Leatrice Joy, Ernest Torrence in Latest Paramount Picture

Leatrice Joy and Ernest Torrence are featured in the leading roles of the Paramount picture, "The Dressmaker from Paris," a Paul Bern production, opening ..... at the ..... Theatre for a run of .... days.

The story is an original for the screen by Adelaide Heilbron and Howard Hawks and includes Fourteen International Beauty Models in the supporting cast.

Miss Joy has the title role. We first see her as a midinette in Paris, where she first meets Billy Brent, an American army captain played by Allan Forrest, leading man in the picture. Fifi (Miss Joy) wins a contest, which enables her to study gown designing in the establishment of one of the foremost modistes in the

## "Dressmaker from Paris" Dazzling Fashion Show

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Sounds interesting!

"The Dressmaker from Paris," coming to the ..... Theatre on ..... next, features Leatrice Joy and Ernest Torrence in the leading roles with Allan Forrest, Mildred Harris and others just as well known in the strong supporting cast.

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## New Paramount Picture Entertaining Comedy-Drama

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Paul Bern directed the production, which was written for the screen by Adelaide Heilbron and Howard Hawks. Allan Forrest is leading man. Others in the cast are Mildred Harris, Larry Gray, Charles Crockett, Rosemary Cooper and "Spec" O'Donnell.

The story opens in Paris at the beginning of the World War. Miss Joy has the role of Fifi, a little midinette who meets Billy Brent (Forrest), an American army officer through accident. It is a case of love at first sight for both. Brent is called to the front, and Fifi enters a contest, the winner of which is entitled to study designing in the establishment of a famous modiste.

The scene shifts to the little American town of Clarion, Ill. Brent is now junior partner in a department store owned by Torrence, and Fifi, now known as Madame Louise, world-famous designer, comes to give a fashion show in the establishment. Brent is engaged to Torrence's daughter, played by Miss Harris, and the appearance of Fifi complicates matters not a little.

Everything is straightened out in the end.

French capital. She is usually successful and later on in the picture we discover her giving a fashion revue in a middle-west town in America.

Torrence has the role of Angus McGregor, Scotch department store proprietor.

size. A very slender woman may be just as foolish, wearing clothes that bring a result as would be obtained if she hired a small boy to walk at her side carrying a sign reading, "Look! See how thin and gawky this lady is."

There is no doubt that a lean purse makes the art of dressing more difficult than it would be otherwise. On the other hand, I will wager that the well dressed women of the country spend less money on clothes than those who are not well dressed. Loading expensive gowns and wraps on one's back does not constitute the state of being well dressed.

Being well dressed is largely the result of the exercise of good taste in the selection of materials. It is not necessary to adopt the extreme style. Moderation is as great a virtue in this as in all else.

We must realize our shortcomings. I realized a long time ago that I do not make a remarkably stunning appearance in gowns that have a profusion of frills—so I don't wear that type of dress any more. Some women have weaknesses for certain colors that are very unbecoming to them.

It is generally possible to find someone who is qualified to pass judgment and who will be frank with us on such matters.

A motion picture actress must learn how to dress passably well. My personal opinion, backed by that of the man who designed the hundred or more gowns for "The Dressmaker from Paris," is that it is chiefly a question of making a careful appraisal of one's physical qualifications and using good judgment in adapting them to the styles.

## Style Note

An increase in automobile accidents during 1925 is practically a certainty, particularly in the downtown sections.

The reason? Paris and Hollywood have decreed that dresses will be even shorter this year than ever before. Skirt bottoms will have only distant nodding acquaintance with slipper tops and the dress that is closer than fifteen inches to the ground will be the ultra modest kind.

A Parisian style authority brings this word to Hollywood. He was imported by Paramount to create fashions for the screen in "The Dressmaker from Paris," which marks Leatrice Joy's return to motion pictures.

According to him, bow-legged girls and girls whose knees interfere, one with the other, will appear to a disadvantage, although, he adds, the women in Paris refuse to permit a little thing like unusual leg architecture to keep them from being in style.

A traffic expert has suggested two remedies: First that to protect motorists and pedestrians alike, drivers be compelled to wear blinders, second, that short dresses be banned from the more congested sections where the automobile pilot's gaze may be lured from the line of duty by the sight of shapely, silk clad ankles and calves.

Ernest Torrence is featured with Miss Joy in the leading roles of "The Dressmaker from Paris," due on ..... next at the ..... Theatre. Paul Bern directed the picture, which was written directly for the screen by Adelaide Heilbron and Howard Hawks. Included in the cast are Paramount's Fourteen International Beauty Models, Mildred Harris, Allan Forrest and others.

## "Dressmaker" Here

Leatrice Joy and Ernest Torrence are featured at the ..... Theatre all this week in the Paramount picture, "The Dressmaker from Paris," which opens today.

Paul Bern directed the production, which deals with a little French girl, a messenger in a modiste shop. She has ideas of some day becoming a great designer herself and, to further that ambition, enters a contest, the winner of which is to study in the establishment of the foremost creator of fashions in Paris. She wins the contest, and we later see her in America, where she puts on a fashion show, the like of which has never before been seen in pictures.

Allan Forrest, leading man, and Mildred Harris head the strong cast playing in support of the principal players.

"The Dressmaker from Paris" was written especially for the screen by Adelaide Heilbron and Howard Hawks. Miss Heilbron is credited with the scenario.

11. THAIS VAL
  12. YOLA D'AVRIL
  13. MAJEL COLEMAN
  14. DOROTHY SEASTROM
- and they're all beauties!

## What the Well Dressed Woman Will Wear—

Dress styles that are said will be all the rage a year from now are brought to the screen in the Paramount picture, "The Dressmaker from Paris," which marks Leatrice Joy's return to the screen after brief absence. Miss Joy is featured with Ernest Torrence in the production which comes to the ..... Theatre on ..... next. Paul Bern directed the picture, written for the screen by Adelaide Heilbron and Howard Hawks.

"The Dressmaker from Paris" is a story of a little French girl who runs errands for a fashionable modiste. Fifi (Miss Joy) wins a contest which enables her to study gown designing, and is not long before we see her in America with her beautiful models giving fashion shows in leading department stores to stir up trade.

Fourteen International Beauty Models, gathered together after a world-wide search, are cast as Joy's manikins in the picture. She has four or five changes of costumes being designed by the foremost fashion designer of Paris' foremost fashion designer brought to this country for the purpose of showing the styles that will prevail during the coming season.

The fashion show shown in "The Dressmaker from Paris" outshines anything of the kind attempted for the screen. A combination of beautiful girls, too, is claimed to make this production most delightful entertainment.

## New Paramount at Rialto

"The Dressmaker from Paris" arrived in town yesterday. It's a new Paramount picture featuring Leatrice Joy and Ernest Torrence.

The story is a romance which begins in Paris in the days of 1918. The picture marks Miss Joy's return to the screen after an absence of nearly a year. She is cast in the role of Fifi, a French midinette who becomes a famous designer of fashions.

Torrence plays Angus McGregor, tight-wad department store proprietor. Allan Forrest is in the picture, as Billie Forrester, as Billie Forrester, first in France and comes to the Emj fashion show. St. Madame Louise, passes out of the shows up.

Fourteen International Beauty Models, selected after a world-wide search, are cast as "The Dressmaker from Paris" manikins in the picture. It was written directly for the screen by Adelaide Heilbron and Howard Hawks and adapted by Adelaide Heilbron.

## Exploitation Hints (Concluded)

Modiste shops: "We will make you exact duplicates of any of the gowns exhibited by THE DRESSMAKER FROM PARIS at the ..... Theatre this week."

Newspaper teasers: "THE DRESSMAKER FROM PARIS" arrived in ..... Have you met her?"

"Does 'THE DRESSMAKER FROM PARIS' design your gowns?" and so on.

Stage a dressmaking contest. Contestants to wear gowns of their own design to a showing of the picture. Prizes to be awarded for the most original.

"THE DRESSMAKER FROM PARIS" brings to the screen Paramount's Fourteen International Beauty Models. Here's an idea, for a beauty contest all your own.

## PARAMOUNT EXPLOITEERS

HERE are the trained showmen assigned each Paramount exchange exclusively for the purpose of helping you put your pictures over. Get in touch with your exploiteer:

BIRCH, AL G.	1625 Court Place.	Denver, Colo.
CALLAHAN, JOHN	134 Meadow St.	New Haven, Conn.
CORCORAN, EDWARD F.	119 Seventh St.	Milwaukee, Wis.
CUNNINGHAM, EARL	110-112 W. 18th St.	Kansas City, Mo.
DANZIGER, WILLIAM	Pioneer & Broadway	Cincinnati, O.
DUNHAM, CURTIS	300 S. Jefferson St.	Dallas, Tex.
EAGLES, HARRY C.	2017 Third Avenue	(and San Antonio, Tex.)
ESHENFELDER, GEORGE	110 N. Lee Street	Seattle, Wash.
GAMBRILL, GEORGE	3721 Washington Blvd.	Jacksonville, Fla.
GEYER, ERNEST	51 Luckie St.	(and Charlotte, N. C.)
HAAS, J. A.	444 Glisan St.	St. Louis, Mo.
HELLMAN, JACK	1100 First Avenue N.	Atlanta, Ga.
KANTNER, OSCAR	201 Golden Gate Ave.	Portland, Ore.
MCDEVILLE, JOHN P.	8 Shawmut St.	Minneapolis, Minn.
MEDELSSOHN, WILLIAM	1563 East 21st St.	San Francisco, Cal.
MOON, RUSSELL B.	1327 S. Wabash Ave.	Boston, Mass.
PICKERING, HAROLD W.	133 E. 2nd St.	(and Portland, Me.)
RENAUD, KENNETH	2949 Cass Avenue	Cleveland, O.
ROBSON, WILLIAM N.	1018 Forbes St.	Chicago, Ill.
SWIFT, HARRY	924 S. Olive St.	Salt Lake City, Utah
TAYLOR, WM.	514 Grand Ave.	Detroit, Mich.
THOMAJAN, P. K.	113 S. Monroe St.	Pittsburgh, Pa.
WALL, EDWARD J.	1101 N. Capitol Ave.	Los Angeles, Cal.
WATERSTREET, IRVIN A.	38 S. Capitol Ave.	Oklahoma City, Okla.
WHELAN, LESLIE F.	1219 Vine St.	Peoria, Ill.
WIEST, JAMES M.	1610 Davenport St.	Washington, D. C.
WILLIAMS, GEORGE E.	254 Franklin St.	Indianapolis, Ind.
WRIGHT, WILLIAM H.	251 N. 5th St.	Philadelphia, Pa.
ZELTNER, IRWIN	62 N. State St.	(and Des Moines, Iowa)
		Buffalo, N. Y.
		Wilkes Barre, Pa.
		Wilkes Barre, Pa.







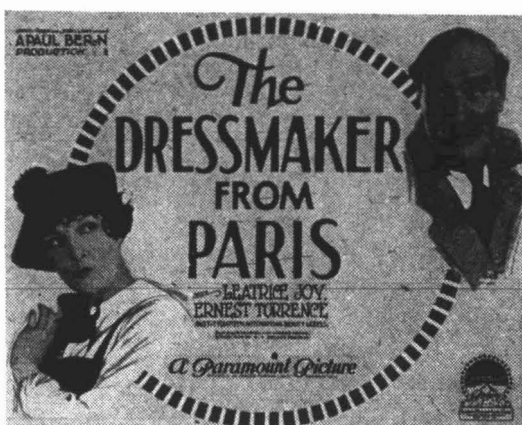


# “The Dressmaker from Paris” PARAMOUNT PAPER THAT

“If It’s Worth Running, It’s Worth

## It’s Colored INSERT CARDS

Insert cards are the handy members of the poster family—you find a dozen different uses for them. And they’re cheap.



SET OF EIGHT COLORED LOBBY CARDS

## Price List for Advertising Material

All these advertising aids can be secured from your Exchange. Send list of what you want, with check or money order.

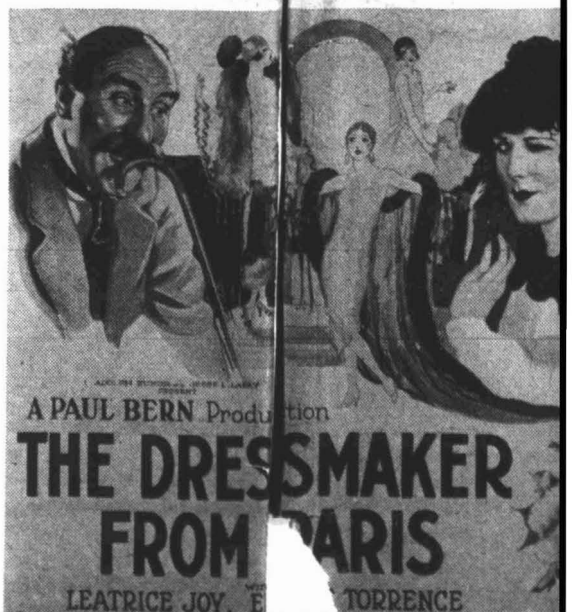
NOTE:—Owing to duty, additional transportation charges, etc., the prices quoted below do not apply to Canada. Get Canadian Price List from your Exchange.

For Outdoor Advertising		MATS, ADVERTISING, PRODUCTION, ETC.	
POSTERS (as illustrated on this page)			
One Sheet (1A and 1B).....	\$ .15	One Column .....	.05
Three Sheet (3A and 3B).....	.45	Two Column .....	.10
Six Sheet (6A).....	.75	Supplementary (Two Column) (Adv. Only) ..	.10
Twenty-four Sheet (24A).....	2.40	Three Column .....	.15
PHOTOS FOR YOUR LOBBY		Four Column .....	.25
22 x 28 (Colored) .....	.40	FOR GENERAL EXPLOITATION	
11 x 14 Set of Eight (Colored).....	.60	GILT-EDGED FRAMES, (Size 17 x 43 in.) ..	1.50
TAR CUTS OF JOY		Insert Cards (14 x 36 in. to fit above).....	.25
One Column .....	.25	22 x 28 Gilt Frames .....	1.50
Two Column .....	.40	Fashion Programs, each .....	.10
Three Column .....	.90	Special 11 x 14 Stills, each .....	.60
Circle Thumbnail (Coarse or Fine).....	.15	(Complete set of 15) .....	7.50
For Newspaper Ads		Heralds, per thousand.....	3.00
ADVERTISING CUTS		Cross Word Puzzle Books, Each.....	.08
One Column .....	.35	Window Card .....	.07
Two Column .....	.65	Announcement Slide .....	.15
Supplementary (Two Column).....	.25	Publicity Photos, Each.....	.10
		Trailers—National Screen Service .....	
		126 W. 46th St., New York City .....	
		845 So. Wabash Ave., Chicago, Ill. ....	
		917 So. Olive Street, Los Angeles, Cal. ....	

Press Books and Music Cues are gratis.



Ask your local Ad Sales Manager about the new special proposition on 22 x 28 lobby cards and frames!





# "Dressmaker from Paris"

## ER THAT PACKS THE PUNCH

th Running, It's Worth Advertising"



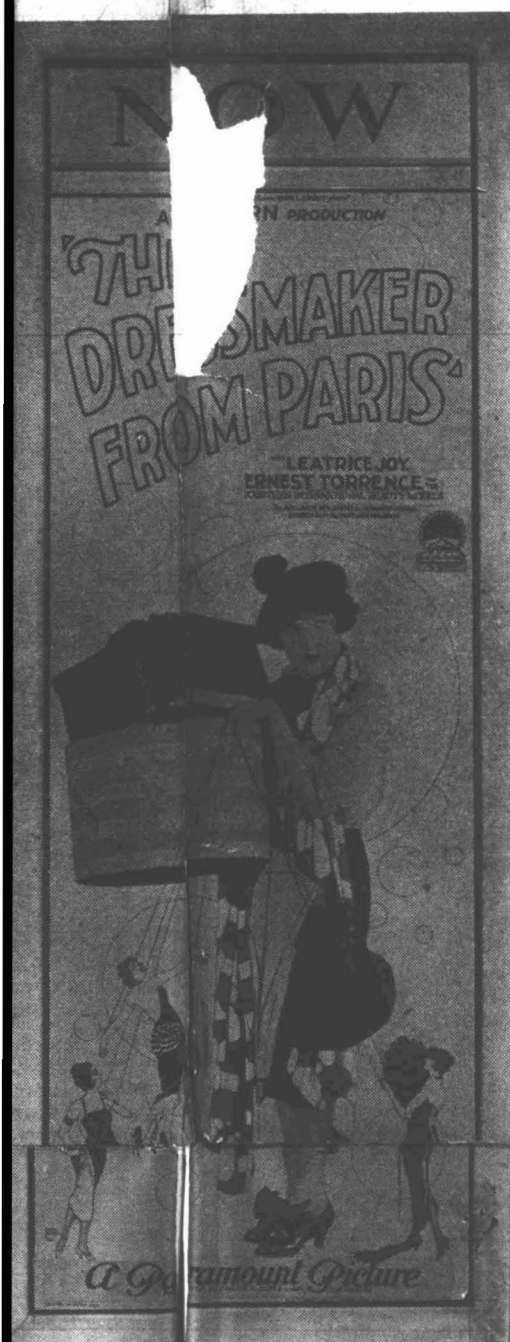
### It's Colored

## INSERT CARD

Insert cards are the handy men of the poster family—you'll find a dozen different uses for them! And they're cheap!



CLASSY LOBBY DISPLAY—EACH 11" x 14"



## More Ad Copy

When Paris comes to Main Street with a shipload of glittering gowns.

"The Dressmaker from Paris" sets a new style in screen entertainment.

A style show, a smile show, a gasp-all-the-while show.

Miles and miles of smiles and styles.

The biggest novelty on the screen today—a romance and style show combined.

There'll be a flock of imitations—make sure you see the original!

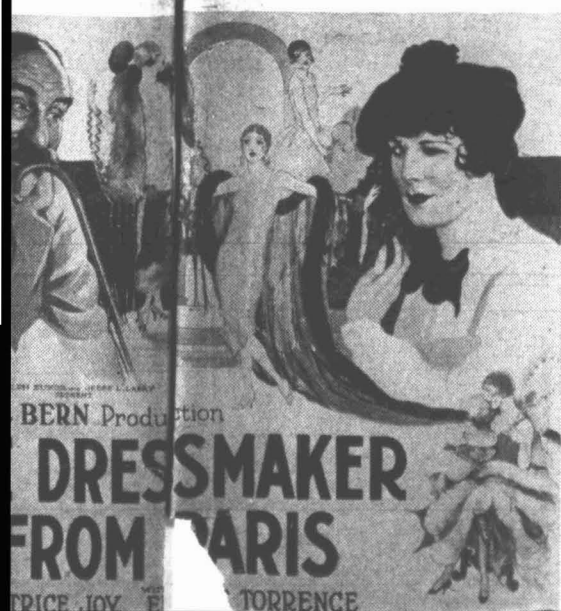
The eye has never looked upon such a galaxy of glorious girls and gowns.

What would happen if the 14 most beautiful girls in the world came to town?



Window Card

Put the picture over the top by putting posters over the town. Here are real business-getters!







SET OF EIGHT COLORED LOBBY CARDS

## Price List for Advertising Material

All these advertising aids can be secured from your Exchange. Send list of what you want, with check or money order.

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Six Sheet (6A)	.75	Supplementary (Two Column) (Adv. Only)	.10
Twenty-four Sheet (24A)	2.40	Three Column	.15
PHOTOS FOR YOUR LOBBY		Four Column	.25
22 x 28 (Colored)	.40	FOR GENERAL EXPLOITATION	
11 x 14 Set of Eight (Colored)	.60	GILT-EDGED FRAMES, (Size 17 x 43 in.)	1.50
TAR CUTS OF JOY		Insert Cards (14 x 36 in. to fit above)	.25
One Column	.25	22 x 28 Gilt Frames	1.50
Two Column	.40	Fashion Programs, each	.10
Three Column	.90	Special 11 x 14 Stills, each	.60
Circle Thumbnail (Coarse or Fine)	.15	(Complete set of 15)	7.50
For Newspaper Ads		Heralds, per thousand	3.00
ADVERTISING CUTS		Cross Word Puzzle Books, Each	.08
One Column	.35	Window Card	.67
Two Column	.65	Announcement Slide	.15
Supplementary (Two Column)	.25	Publicity Photos, Each	.10
		Trailers—National Screen Service	
		126 W. 46th St., New York City	
		845 So. Wabash Ave., Chicago, Ill.	
		917 So. Olive Street, Los Angeles, Cal.	

Press Books and Music Cues are gratis.



One Sheet Poster 1A

Ask your local Ad Sales Manager about the new special proposition on 22 x 28 lobby cards and frames!



Colored Lobby Card (22" x 28")



Six Sheet Poster 6A



Three Sheet Poster 3A



Twenty-four Sheet Poster 24A





CLASSY LOBBY DISPLAY—EACH 11" x 14"

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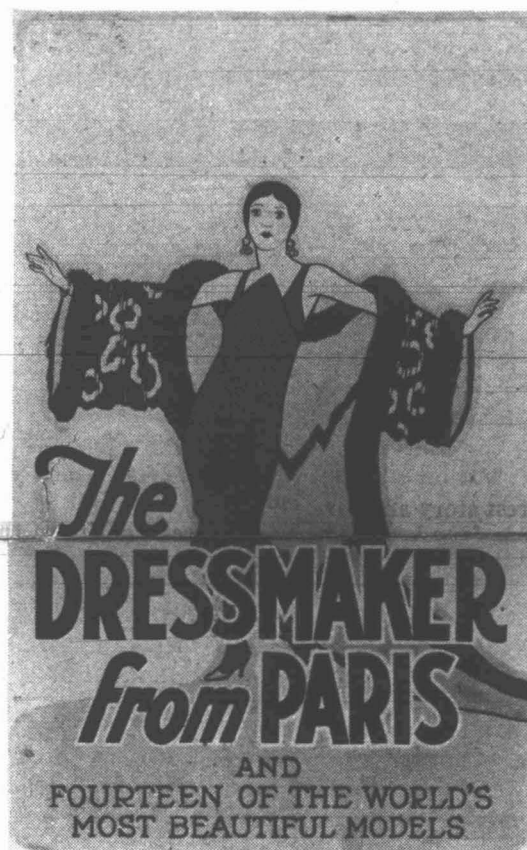
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Six poster 6A



Window Card

Put the picture over the top by putting posters over the town. Here are real business-getters!



Announcement Slide



One Sheet Poster 1B



Twenty-four Sheet Poster 24A



Three Sheet Poster 3B



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